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1926

Electrical Merchandising

The Business Magazine of the Electrical Trade

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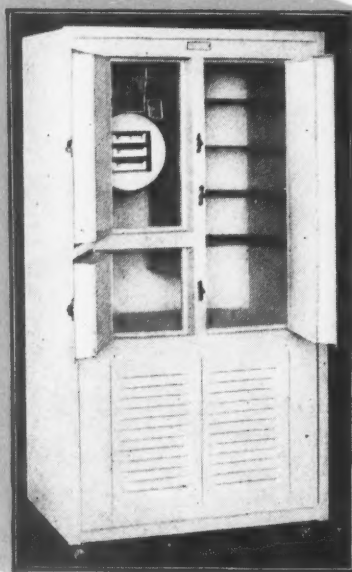
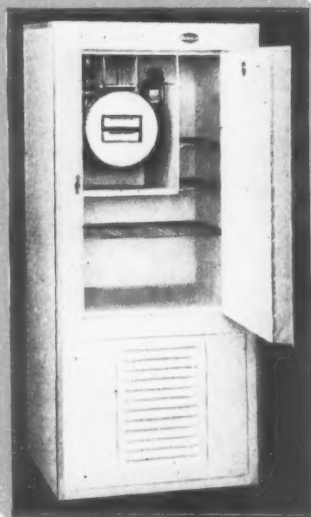
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Statistical Editor

OVID RISO,
Assistant Editor

Electrical Merchandising

The Business Magazine of the Electrical Trade

O. H. CALDWELL, Editor

L. E. MOFFATT, Managing Editor

S. J. RYAN,
Merchandising Counsellor

R. V. SUTLIFFE, Chicago

H. S. KNOWLTON, Boston

PAUL WOOTON, Washington

C. GRUNSKY, San Francisco

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A Mental Vacation Is Expensive

After a year of hard work every man likes to slip into some easy clothes and get off into the country or the mountains or the shore for a vacation. And during his vacation days he should leave business and its problems back at the shop. But there are some business organizations that take not only a two weeks actual vacation, they take a mental vacation all through the summer.

Now summer is the time when the early part of the year's business can best be reviewed and profitable activities for the balance of the year be planned. For with the increase of business in the fall and the increased calls on the business man's time there is less chance for him to study his problems and possibilities.

Why not, therefore, spend some time this summer analyzing the business, looking over the inventory to see where it can be reduced, looking into new lines which will be in demand this fall, and preparing a good business general plan for the fall engagements?

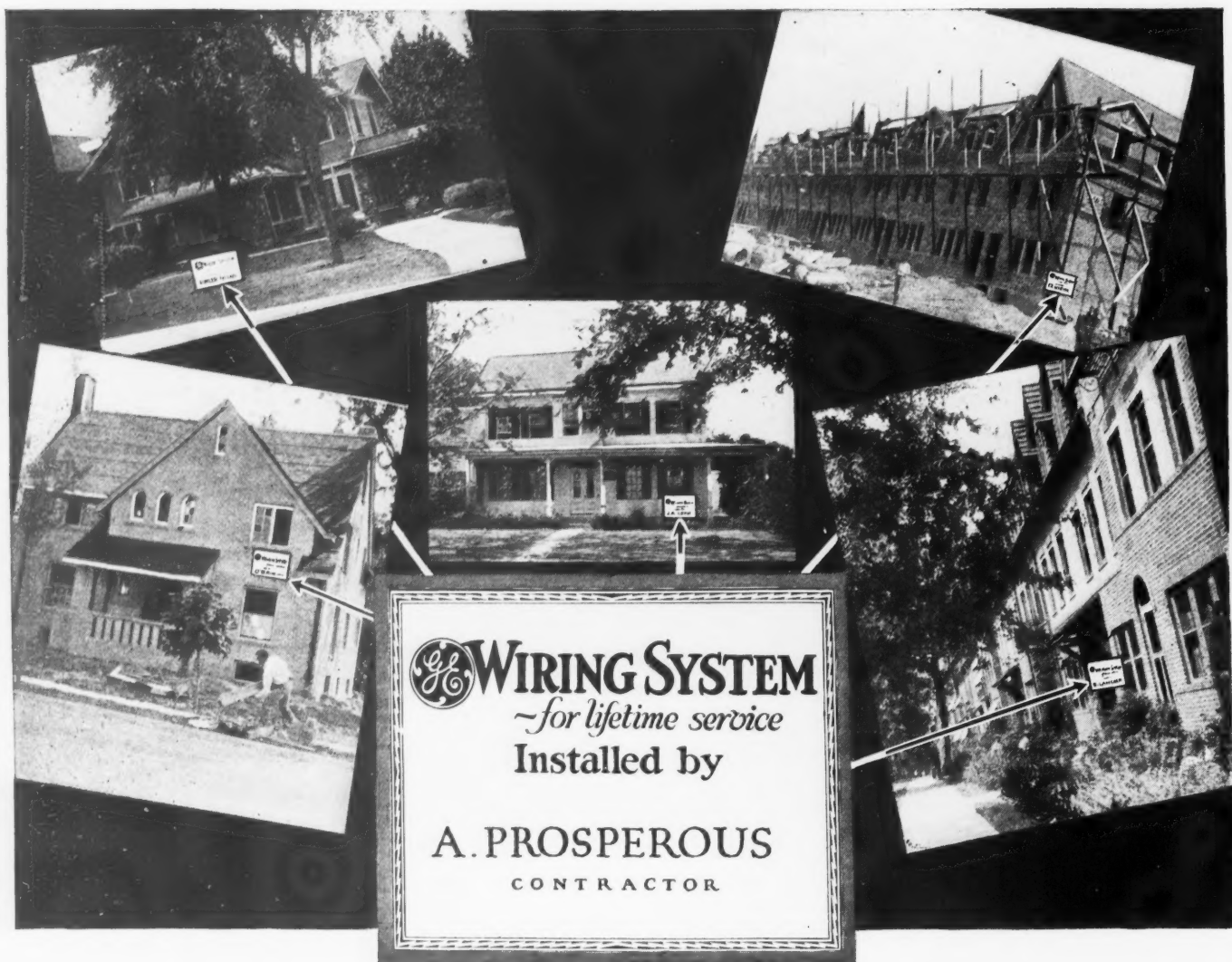
Electrical Merchandising is of help. Its pages carry ideas and experiences which can be turned into profits. Read them. But don't take a mental vacation all summer, it's too expensive.

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G E N E R A L
MERCHANDISE DEPARTMENT

July, 1916

Electrical Merchandising

The Business Magazine of the Electrical Trade

July, 1926

Ten Years Old, This Month!

JUST ten years ago, this month, the first number of *Electrical Merchandising* was issued. That copy for July, 1916, was not very big, as we now look back on it and measure it by some of the numbers of late years.

But it was hitched to a big idea and purpose—"To apply aggressive selling to the electrification of the American home and of everyday American life in store, office and factory." And with the growth and expansion of that idea, *Electrical Merchandising* was bound to increase in usefulness and influence.

A vast opportunity, it was foreseen, awaited the electrical industry in the *merchandising* field. Too often, however, the disposition of the men in the business was to stand by and wait for development to come in its own time and way. Stimulation to "go out and get the business" was needed. And so, from its first number, *Electrical Merchandising* sounded the call for aggressive sales effort, scientifically planned.

TO point out the electrical opportunity; to inspire electrical men to commercial action; to help roll away difficulties in the way of selling, and to provide a meeting-place and council-fire for the interchange of ideas and actual experiences in the selling of electrical devices—this has been the continuing mission of the magazine during the decade since 1916.

In those ten years *Electrical Merchandising* has initiated or taken a leading part in many trade movements to the above ends. The whole list would be a long one, but here are some of the principal items. *Electrical Merchandising* has helped to—

- Develop an electrical trade and trade consciousness.
- Develop the independent electrical retailer.
- Co-ordinate and improve relations between the branches of the electrical trade.
- Put central-station appliance selling on a merchandising basis.
- Secure local Home Electrical exhibits for the education of the public.
- Set up and disseminate standards of wiring completeness.
- Standardize attachment plugs, voltages and frequencies.

Furthermore, of its own initiative and effort, *Electrical Merchandising* has rendered unique service to the industry and trade, we believe, as it has—

Measured the electrical market, by lines,—locally and nationally.

Determined costs of retailing electrical appliances.
Set up standards for electrical retailers' expenses.
Set up local per-customer standards for appliance sales.
Set up per-customer standards of present and possible electricity use.

Measured total electrical appliance sales.
Pointed the way to safe and sound installment financing.
Demonstrated the sales possibilities of new appliance lines, such as the refrigerator, oil-burner, dish washer, etc.
Pushed portable lamps as an important profitable line for the electrical trade.

Promoted refixturing campaigns.
Attacked unreasonable restrictions imposed on electrical wiring by the Underwriters and others.

Promoted common-sense requirements for the public's safety in electric wiring.

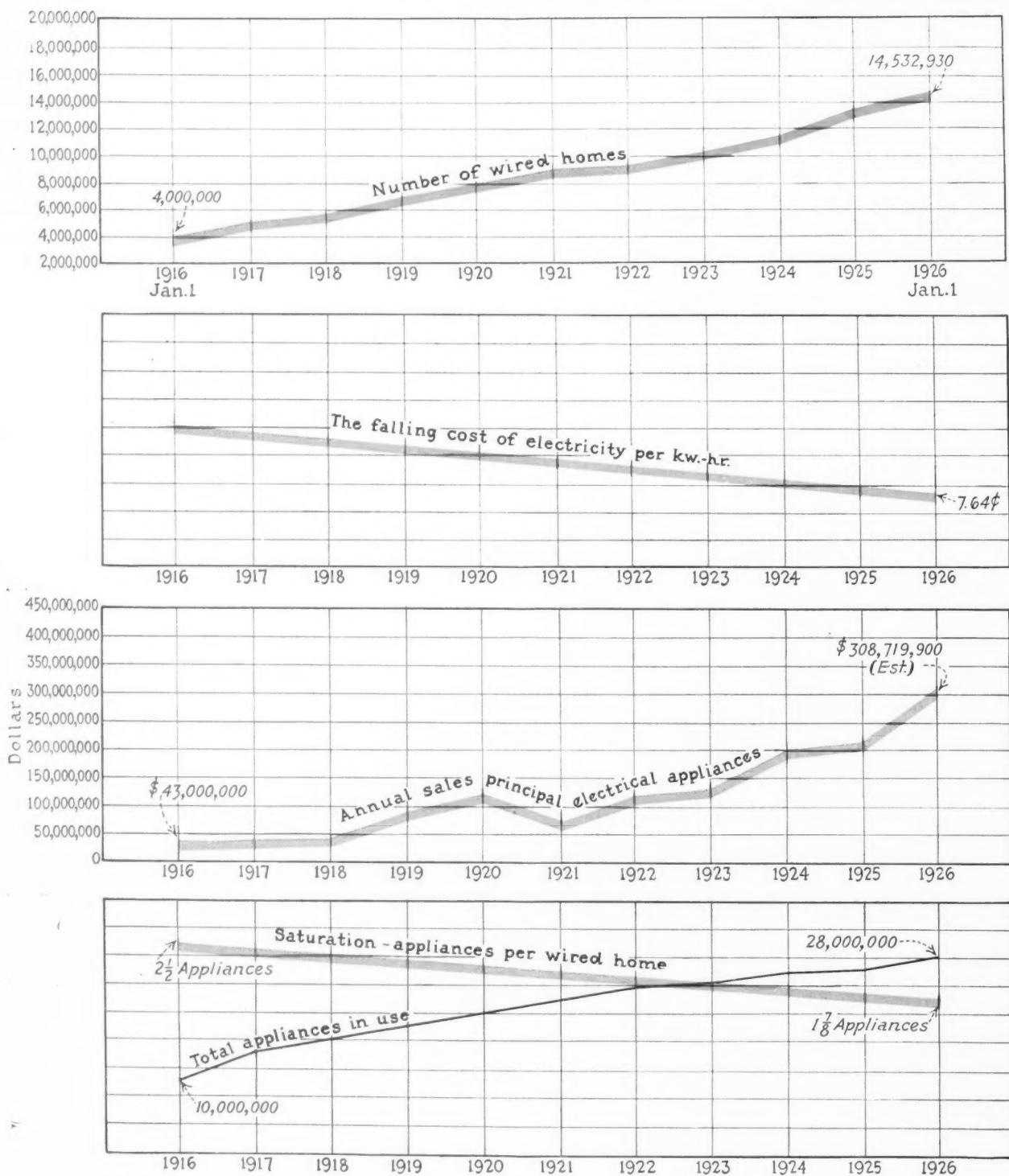
IN its work over this fruitful period, the editorial staff of *Electrical Merchandising* counts itself fortunate in two respects. First—that it has had the unfailing encouragement and leadership of James H. McGraw, to whose clear vision of electrical development the industry will always owe much. Second—in the counsel of such associates as Fred M. Feiker, architect and first editor of *Electrical Merchandising*, Earl E. Whitehorne, guide and counselor, for 19 years connected with the paper and its predecessors; and Howard A. Lewis, keen merchandising analyst, and for eight years partner in the responsibilities of publication.

LOOKING ahead, there is of course much for the magazine and the industry to accomplish. Hardly ten per cent of the possible electrical market has yet been sold. Opportunities for domestic electrification are today growing faster than our uttermost sales achievements,—so that saturation becomes, from year to year, *less* instead of greater.

New and greater campaigns must be planned and executed if we are really to electrify America within the life of the present generation. New methods must be discovered and applied for selling electrical products and the electrical idea. In this 1926-1936 campaign ahead, *Electrical Merchandising* sees its place more useful and important than ever,—a place as chief liaison element, as the exchange station for as chief liaison element, as the exchange medium for electrical selling experience and ideas in a business growing into billions.

O. H. CALDWELL
Editor

The Record of Appliance Sales For the Decade 1916-1926



IN SPITE of the tremendous increase in the number of homes using electricity, and the great reductions in electricity cost over the past ten-year period, sales of appliances have not kept pace with the ex-

panding market, as these charts show. Appliance saturation in American homes is falling instead of rising, and the number of electric-lighted homes that are without appliances grows steadily.

Electrical Merchandising

Volume 36

with Which Are Incorporated *Electrocraft* and *Lighting Journal*

Number 1

July, 1926



Ten Years of Trade Leadership

The ideas, plans, and ideals which went into the starting of *Electrical Merchandising* ten years ago this month. And the magazine's accomplishments since July, 1916

By F. M. FEIKER

*Vice-president, Society for Electrical Development
Former Editor, "Electrical Merchandising"*

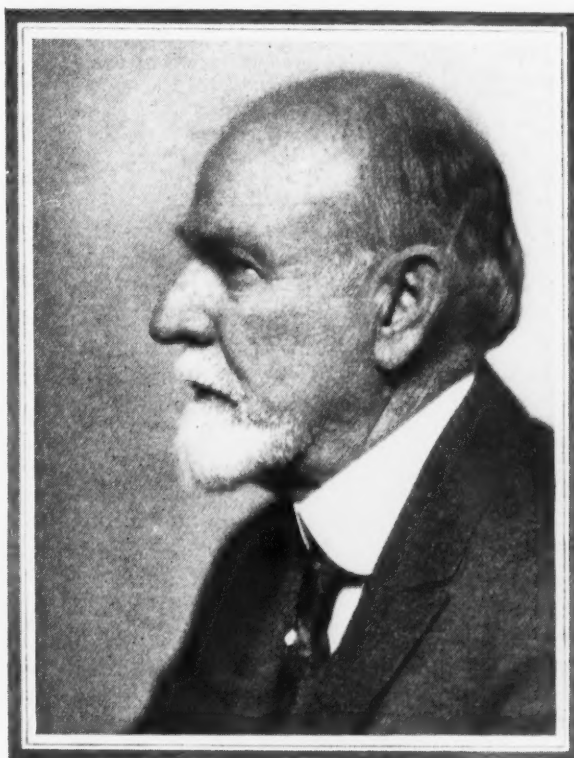
FEW men in our industry who have not themselves been publishers realize the full significance of starting a publication that shall truly serve its readers and advertisers. Publishers and editors must have something of that quality which we say is born in a man and not made. They must sense the opportunity of serving a group of readers, whether that group represent a highly selected audience in a single field of business, or a public embracing readers who may number millions. In many ways the selection and the presentation of material to the specialized audience successfully is much more of a test of editorial ability and publishing judgment than is the appeal to the emotions or the desires of people as a whole.

It is therefore fitting when a publication has reached its tenth anniversary to attempt to review the purposes that underlay its founding, so that its readers may better understand what it has tried to do to help them. When Mr. McGraw first considered the setting up of a journal which should serve to forward the mer-

chandising of electrical equipment and of electricity, it took a man of his peculiar foresight and courage to determine the best way to render this service. Because it was my

good fortune to be associated with him and the staff of his electrical publications when *Electrical Merchandising* was established, I have accepted the editor's invitation to tell something of the beginnings of that publication.

Electrical Merchandising, in its conception, was distinctive in the journalism of the day. It was founded upon a basic idea, namely, that the problems of retail selling were the universal problems of those who made and sold both electricity and devices and products which made the use of electricity possible. At the time the paper was established, the selling of electrical appliances and of electricity needed full discussion and illumination in a separate journal. The experience of the electrical industry, limited as it was at that time, needed to be formulated for more universal thought and action, and there was an opportunity to serve the men of the electrical industry with a "functional" journal, going to all those who had the job of promoting the wider application of electricity and of making a profit out of the sale of electricity



JAMES H. MCGRAW

whose vision of electrical market possibilities and the need for aggressive selling of the electrical idea, led to his founding of "Electrical Merchandising," in 1916

and appliances, whether they were manufacturers, jobbers or dealers.

It took courage to accept this basis for a business paper, both from a journalistic viewpoint and from an industry point of view. The field of selling at the time that *Electrical Merchandising* was founded was distinctly separated into classes. Central station new business departments were promoting the sale and the use of appliances and of electricity in their particular way. Jobbers and dealers were involved in the discussion of margins and volume of sales, which classified them into another group. Manufacturers interested to sell and distribute their merchandise through both groups of outlets, had no common meeting place with the other groups through which to express their message.

It would have been easy to have made a paper and called it a dealer's publication. It would have been easier perhaps to have a journal that was devoted solely to the interests of that great group of buyers, the central station. But the larger conception that the industry as a whole would benefit by a journal in which all phases of the making and selling of electricity and appliances could be expressed was the more difficult plan chosen for the development of *Electrical Merchandising*.

Just as there was no trade precedent for a channel of common expression in terms of a journal on the highly specialized field of merchandising, so there was no journalistic precedent in the electrical industry. Trade papers up to that time had been thought of as "serving a field." My enthusiasm for Mr. McGraw's desire to found a journal which would pick out the men in the various "fields" interested in the function of selling was natural because having been associated with *System* and *Factory* magazines, I believed with him and others in the McGraw organization that a "functional" paper could most constructively serve the industry.

Electrical Merchandising was further individualized from the start in typography and make-up. With characteristic vision Mr. McGraw was willing to spend money to make a paper which presented articles and advertising upon electrical merchandising in such a way that it was in itself an exponent of the principles of purposeful selling. A man then associated with *Electrical World*, O. H. Caldwell, was chosen as the editor

of the new publication. To Mr. Caldwell's promotional sense and to his understanding of the dramatic values of editorial expression in both type and illustrations is due in a large part the success of the idea of *Electrical Merchandising*. A good idea is to be prized above rubies, to misquote a great saying, but a good idea buried in the wilderness of type is as completely hidden as the rubies before they are mined.

Just as one of the cardinal principles of the editorial program as established was to pick out ideas, to display them, to make a man want to



FREDERICK M. FEIKER,

now operating vice-president of the Society for Electrical Development, laid the publishing plans for "*Electrical Merchandising*" and was its first editor, in addition to being editor of "*Electrical World*."

read the paper, so it was important that the manufacturers who used the paper as advertisers, as well as readers, should visualize its service as merchandisers. So Howard A. Lewis, at that time associated with the Hotpoint Company, joined the staff of *Electrical Merchandising* and merged his ideas with those of others in establishing new standards for usefulness of a trade publication as an advertising medium.

It was natural also that after *Electrical Merchandising* was established to forward the cause of better merchandising, it should espouse the cause of a merchandising program as set forward dramatically to the industry by W. L. Goodwin, and it is perhaps not too much to say that the presentation of the Goodwin Plan, so-called, by *Electrical Merchandising*, helped to focus the minds of the in-

dustry, not only on that Plan, but on the essential requirements of aggressive action in promoting sales and sales outlets for the common good, which were fundamentals on which the plan rested.

More interesting than the past is the future. What we have done is only a background for what we may do in the development of the market for electricity and appliances. It is the genius of a successful publisher to have a healthy dissatisfaction with accomplishment. Mr. McGraw and his associates have constantly striven to find further opportunity to forward the electrical industry. It has been the writer's good fortune not only to have been associated with successful publications, but to have had a further advantage of reviewing the place of publishing as a reader, rather than as a publisher.

What the industry will finally accomplish will not be the result of the effort of any one individual, but its progress will be measured by the common accomplishment and the collective action of many individuals. We are gradually learning that the problems of distribution in our industry, as well as in others, are not only individual in their character but collective. If we together pick apart any individual problem of distribution, we find that each of us has something in common with all others, and if we all together get behind the promotion of the solution of that part of the problem which is common to all, our individual opportunity will be more quickly realized.

The publisher and the editor sit in an enviable position. Professionally they review the business procession as it passes beneath their windows, choosing those things which stand out as important for recording and emphasizing in their printed pages. But they are also a part of the procession themselves, being in the business of making and selling in the same way that their readers and advertisers are, so that they have a sympathetic understanding of the practical problems of their readers and advertisers.

From such a platform, the editors and publishers of *Electrical Merchandising* speak to the industry. Theirs is a very real opportunity and responsibility. Through the columns of a publication may be brought in review the practical everyday business-getting ideas and the forward-looking policies to both help and inspire its audience.

Electrical Merchandising's Outstanding Contributions to the Electrical Industry

By EARL E. WHITEHORNE

Contributing Editor, "Electrical Merchandising"
Formerly Managing Editor, "Electrical Merchandise
and Selling Electricity"

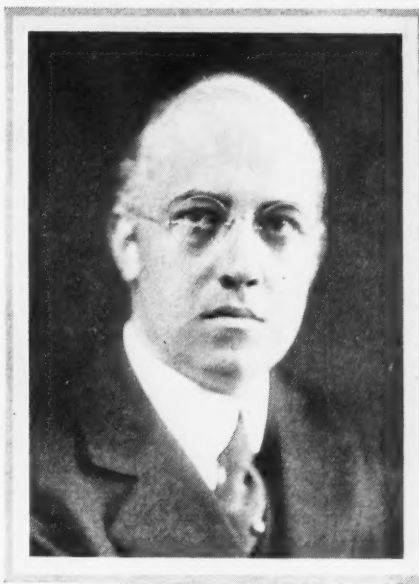
THINKING about this little celebration in *Electrical Merchandising* of its ten years of service to the electrical industry in its present form and with its present name, I have been looking back across the nineteen years that I have been associated with this publication, since its beginning as *Selling Electricity* in 1907. And I have asked myself what definite, valuable thing, this paper has contributed to the electrical industry that we should be glad about. A lot of sweat and tears have been poured into this magazine. It has absorbed a lot of thought, a lot of planning, and much effort. I have seen it and we'll grant all that. But, what specific good result has come of it in terms of practical value to electrical men?

It is easy enough to say that a paper has been successful because it has enjoyed sufficient popularity to hold its readers and its advertisers year after year. But it is with magazines much as it is with men. They may easily do enough good work to support themselves throughout their lives, yet leave the world but little better for their labor. The measure of real service to a community by a man or to an industry by a magazine, therefore, is the contribution of something specific that has helped toward progress and left men richer in achievement.

Well, I would say in the case of *Electrical Merchandising*, two distinct and fundamental services have been rendered which should be credited to this publication. For, as I see it, the evolution of the electrical industry has been profoundly influenced by its leadership on two occasions of particular importance.

I hold in my mind a graphic picture of the earlier occasion. In 1907, when the first issues of *Selling Elec-*

tricity appeared, the electrical industry was the central station, and for twenty years the electric light companies had grown and developed principally because people came and clamored for more, and ever more, service. The power company sold nothing. It graciously permitted homes and offices and factories to be connected to its lines and it measured the current used and sent out bills. And so it was until, say, 1903 or 1904, when the insistent voluntary demand for service began to fall behind the increase of generating capacity.



EARL E. WHITEHORNE

Nineteen years of continuous writing with "Electrical Merchandising" and its predecessor papers, is the record of Mr. Whitehorne who was an early associate of Mr. Rae's in the publication of "Selling Electricity" and held the title of Managing Editor for many years. He has served as Contributing Editor of "Electrical Merchandising" since 1916, in addition to his work as Commercial Editor of "Electrical World."

Then came the great idea! Men began to discern that central station men were actually engaged in a manufacturing business, not just a profession. They began to see that they must go to work and sell their wares like any other manufacturer seeking a market. The thought was naturally most repugnant to the old stand patters and war began between the dignified defenders of engineering and operating tradition and the commercial minded champions of the new idea, a battle that has raged until today, but with a dwindling force, because here, as in all things, "truth beareth away the victory."

It was into this arena that Frank B. Rae, Jr., C. W. Lee, Brad Stephens, and I, month after month, tossed our little magazine at a time when there was practically no popular market for electrical products and even the most progressive of the power companies were just striving to sense the market opportunity and to justify selling as a major function of the public utility business.

Selling Electricity stepped out and carried the banner and for years with dogged enthusiasm argued, demonstrated and by recording experience proved to many converts that the central stations should, could, and eventually would, be compelled to undertake the active development of the popular market. And this, not alone to build load, but also because it was a public service to provide which they were morally obligated by virtue of the monopoly they enjoyed, given by a public that expected and was entitled to enjoy completely the daily comforts that electricity offered. Ask any of the old timers and they will say the same—this paper raised its voice in the wilderness. It sowed fertile commercial seed throughout the light

and power industry of that day. It was for long the mouth piece and the source of inspiration for the selling men. It prodded, it criticized, it guided, it implored. It called many men to action and it won them recognition. I know more than one man prominent in this industry today who have told me that they owed their start as central station salesmen to the encouragement and the publicity that came to them and their early work in the pages of this little magazine. It brought something into this industry that was not there before, a spirit that was needed, and has endured, and is remembered. That, I would say, was the first outstanding major contribution to electrical progress that should be recorded here.

The other came later in another emergency, due to another phase in the evolution of the electrical appliance industry. Times had changed. People had begun to look upon electric service as a household servant. Many new labor-saving devices had been perfected, many new comforts for the home. The independent dealer had come into the picture. For the few early appliances had grown into a "line." The retailers of this merchandise had become a "trade." Yet there was no trade consciousness, no unity.

The power company sales man-

agers still thought as central station men, and the contractors and the dealers stood quite apart. Also, the hardware and department stores were beginning to penetrate the market. This group of tangent forces was suffering for leadership in the definition of principles and policies and the refining of trade practices. They all needed guidance in the pioneering of this new specialty market, and in the reconciling of the natural clashes between old traditions and new ideas. *Selling Electricity* expanded into *Electrical Merchandising* at the urgent call of this unfolding opportunity and took upon itself the responsibility for counsel to the fast growing electrical appliance trade. This was in 1916.

We Have All Seen It

At no one time was all this said or seen, yet it was in process. It was happening month by month. Yes—and we have all seen it. We have all been a part of it. It comes up out of memory's back ground as you sit back and close your eyes and get the full perspective on these familiar things. And the measure of the service that this publication has provided lies in this fact that we have all seen.

When you come to think of it, the electrical appliance trade has had no association of merchandisers *per se*.

It has had through these years no council room, no forum, no meeting place, no mouth piece, no established and recognized common source of ideas, inspiration, experience, and good advice other than this magazine. It has been into these pages, through the years, that the men of this business have poured their thoughts. From these pages they have continually sought assistance. And this statement goes for central station, contractor and dealer alike, including non-electrical merchants who have been in need of background on the service aspects of the line.

All this has had a very profound influence on the trend of evolution throughout this entire field of electrical merchandising. And this contribution should be credited to James H. McGraw and F. M. Feiker in its conception and to O. H. Caldwell and Howard A. Lewis in its accomplishment.

I believe that these two specific services have made history in the electrical market. For the awakening of the central station man to his commercial responsibility and the crystallizing of the "electrical trade" as an accepted idea—have helped to build this industry of ours. It has been a gratifying privilege to play even a small part in the stimulation and the expression of these activities.

Some Early Pages from "Electrical Merchandising" and Its Forerunner

Electrical men will remember the "Electrify the Flag" activity of the war years. In the center is the cover page of the first issue of "Electrical Merchandising," July, 1916. To the right, an article

from a 1916 issue by Ernest A. Edkins of the Commonwealth Edison Company whose merchandising ideas and achievements this publication has frequently reflected in these ten years.

Then—And Now!

Looking back across twenty years of commercial effort in the electrical field. Have we found the answer, in 1926, any better than they had in 1907?

By FRANK B. RAE, Jr.
Former Editor, "Electrical Merchandise and Selling Electricity"

WHEN the Editor asked me to write this article describing and commenting upon the last twenty years' progress of electrical merchandising, I was reminded of the schoolboy's essay about bananas at the North Pole; "There ain't no bananas at the North Pole."

For it is almost the literal truth that there has been no progress in electrical merchandising during the past twenty years.

I speak of the electrical industry itself—of the electric light and power companies, the electrical jobbers, the electrical contractor-dealers. These groups are, in their thinking, just about where they were on January 1, 1907, when this writer put forth the first issue of *Selling Electricity* which was the precursor of the magazine you are now reading.

In that first issue of the first magazine devoted to electrical merchandising, we find a central-station man and the contractors' association at loggerheads over the question of whether and at what profit the central stations should sell appliances; you will find this same quarrel raging today. In the 1907 magazine we

find an account of a central station utilizing a temporary Main Street location for an appliance demonstration; in the last issue of *Electrical Merchandising* you will find an account of an absolutely identical activity. In an editorial printed twenty years ago in the original magazine one reads, "The contract agent of the progressive electric light and power company must be a man combining technical knowledge with business ability"; before the last National Electric Light Association convention at Atlantic City, Mr. Samuel Insull was enthusiastically applauded for stating as one of the four essential needs of the industry, "the employment of the highest class of engineering talent in the sales department of operating companies."

Progress! Can we claim to have made any real progress when, after twenty years, we find the same fundamental problems of policy unsolved—the same selling stunts repeated—the same reiteration of our need of brains in the sales department?

Electrical merchandising began with the flatiron. The standard household iron of twenty odd years

ago was a cast "sad" iron, costing five cents per pound, f.o.b. the kitchen range. The then new-fangled electric flatiron was priced at about three-fifty. No one in our industry seems to have had a mentality or imagination sufficiently wild to bridge this fearful gap in price.

Now, I point out to you a similar situation in the automotive field. When Ford sold his first stuttering wheeze-wagon, he visualized a nation self-propelled. He faced the same relative price gap. He faced other and tougher problems. But he and the amazingly imaginative gang of wagon-makers, bike riders and hare-brained business adventurers who soon surrounded or followed him, had vision and faith. They did not "sell" the motor car idea: they inoculated the nation with their own confidence in and enthusiasm for this vivid method of locomotion, with the result that today more flivvers flit and skid in America than there are electric flatirons.

That is what confidence and enthusiasm did for the automotive industry.

The electrical industry has lacked and still lacks such confidence. It

"The Lid Is Off. Go to It, Frank," We Said. And This Article Is the Sizzling Result

WHEN your editor invited Frank Rae—known to all electrical old-timers as the brilliant publisher of "Selling Electricity"—to write down his impressions of the past ten and twenty years, for this issue, Frank's comment was:

"But you'll never stand for

the facts as I see 'em. Are you game to print just what's in my mind about this whole danged business of electrical selling?"

"Absolutely. Frank, the lid is off," we told him. "Go to it."

And so there has resulted

the searching analysis of the accompanying article. It contains some sharp comment, but much sound sense. Some things you won't agree with. But this, like all of Frank Rae's writings, is bound to stimulate thought and action!

EDITOR

lacked and still lacks enthusiasm. It is content to boast, after forty years or so, that "electricity is in its infancy" and to continue on a bottle diet.

ELECTRICAL merchandising began with the flatiron, and would probably have ended there but for one man—J. Robert Crouse. J. Robert was the son of Old Man Crouse in whose capable fists was grasped a considerable portion of the then incandescent lamp business. The lamp men had observed that their sales were suffering from a steadily decreasing rate of increase. What to do? J. Robert's solution was embodied in the Co-Operative Electrical Development Association, forerunner of the present Society for Electrical Development. The C.E.D.A. went floey during the panic of 1907, but before it collapsed it accomplished some mighty good work, including the publication of an electrical salesman's handbook and the encouragement of several agencies to enter the electrical field as advertising and merchandising advisers. It is beside the point to remark that these agencies had tough sledding.

Perhaps the next most important man, commercially speaking, was George Williams of Henry L. Doherty & Company. Mr. Doherty, of course, had the "new business" idea first, but George was the man who put it over and made it stick. He had what most of his successors have lacked—enthusiasm and confidence. He believed and proved that a utility could sell more merchandise at a good round price than it could give away. He believed and proved that the American public was elec-

tricity-hungry and would gamble its hard money on any contraption that could be hooked to circuit.

His methods were spectacular. When the Doherty interests acquired a new property, an organization of hard-boiled solicitors was dumped upon the community and told to make a "canvass." Their job was to get acquainted, find out what the town contained, electrically speaking, and to round up prospects. They were not allowed to sell—they just "canvassed." At the end of a couple of weeks, these boys were so itchingly eager to get names on the dotted line that they could scarcely sleep. When they reached that stage, they were turned loose.

The first step was almost always a "slogan sign." The most prominent location in town was secured and a huge sign telling the world that "Pondunk Is Your Opportunity" was erected. Impressive ceremonies marked the dedication of these signs; the populace turned out en masse to hear the speechmaking; the newspapers carried pages of news, comment and boost; the town knew that electricity had arrived.

Another radical thing which George Williams did (or perhaps the credit belongs to Mr. Doherty) was to pay his salesmen well. This was a highly original, and in the minds of many, a calamitous policy. It has not been followed elsewhere to any extent.

The outstanding contribution which Mr. Williams made to the industry was to organize the Commercial Section of the National Electric Light Association. At the St. Louis convention in 1910, a caucus was called at which Mr. John Gilchrist of Chicago presided; this

caucus selected a committee on organization and appointed Mr. Williams chairman and the writer secretary of the about-to-be-formed Commercial Section. Exactly 826 members were enrolled in this section within the first year; at its first convention in New York the Commercial Section's meetings were more largely attended than any others.

Permit your chronicler here to interject a little testimony in support of his earlier assertion that we have almost been standing still, commercially speaking.

At the last National Electric Light Convention, Mr. Insull said in the course of his noteworthy address: "We shall gain by the closest cooperation with the manufacturers and distributors of all kinds of current consuming devices."

Fifteen years earlier Mr. Williams said in his address as first chairman of the Commercial Section: "This Section affords the best opportunity for the manufacturer and distributor of consumers' equipment to meet with the men who sell the consumers their electric service. The more of this amalgamation the quicker good results will come for all concerned." We set down these two quotations here to show that the best thought of today is but repeating the best thought of 1911—and that practically nothing has been done about it in the meantime.

PERHAPS the next really big thing in electrical merchandising was accomplished by Harry McConnell when he put the commercial department of the Elmira Water, Light & Railroad Company on a self-supporting basis. Up to that time, the idea of selling electrical merchandise at sufficient profit to pay the cost of soliciting business was considered altogether fantastical. But McConnell made a go of it, and thereby did more, probably, than anyone in the industry to straighten out the pretzel-like logic of those whose guiding principle was to give stuff away or sell it at cost.

I will not say that the industry as a whole is thinking straight on this policy even yet, for at the last N.E.L.A. convention, an influential speaker advised that we give away lighting glassware in order to hoodwink the public into buying larger lamps. Proving again how little progress we have made.

(Continued on page 78)

Frank B. Rae, Jr.

back in 1907 started a little magazine called "Selling Electricity." It was the first publication to raise its voice for the encouragement of the sales function of the electric light and power industry. This paper was the hope and the guide of the men who sold electric service and appliances in the early days. Mr. Rae continued as the editor-in-chief for nine years. Meanwhile in 1912, the

name was changed to "Electrical Merchandise" and in 1916, the publication was purchased by the McGraw Company, and incorporated in the new and enlarged magazine, "Electrical Merchandising." Mr. Rae has for some years now been engaged in advertising work in Cleveland, Ohio, where he is president of The Rae, Advertising Company, Rockefeller Building Cleveland.

How Times Have Changed!



The old time photographs on this page were made eighteen years ago by Dana Howard, superintendent, Advertising Department, Commonwealth Edison Co., Chicago. These interesting pictorial records of the days of Gibson girls, electric percolators with glass cupolas, and the "ash-can and garden hose" type of



The fair laundress who is so delighted with her electric washer is none other than Beverly Bayne in her early years as a "nickelodeon" actress and who played a part in the first motion picture film taken in the electrical industry. This film taken at the suggestion of Mr. Howard, depicted the use of electricity in the home.



early vacuum cleaner, are from a Commonwealth Edison booklet: "25 Years of Doing It Electrically."

The lamp above was once the last note of elegance with its bead fringe and that latest convenience: a pull chain socket.



For when we started electrical merchandising via the electric flat-iron, we had so little confidence in our product and proposition that we decided, in advance of any evidence either way, that the public would not pay the price. The public did not decide this matter—we decided it for them. We cut prices, we gave "free" renewals, we "rented" signs and motors, we "loaned" equipment of one sort and another, and as a result of all this we made electrical merchandising unprofitable to ourselves and to everyone else. The electrical contractor-dealers were practically erased from the picture. Sales through department stores, through hardware stores, through all the various trade channels which might have been, which ought to have been utilized in supplying the public with current consuming devices, were effectually dammed. And yet today, before the wound of that folly is well healed, we are again monkeying around the same old buzz saw.

IN 1909, Matthias Turner of Cleveland, evolved a merchandising idea which had and still has a constructive influence; I refer to what was originally called "The People's Electrical Page." The idea was to induce the electrical interests of the community to advertise together and at regular intervals on a page in the local newspaper which should be devoted solely to electrical subjects, both as to text and advertising. The idea grew to considerable proportions and served two very good ends—it brought the electrical men together in what we whimsically called harmony, and it helped to educate electrically quite a few odd millions of the public. Most important, however, it taught the electrical trade the value of advertising.

Early in 1912, there was added to the magazine *Selling Electricity* a new department which was headed, *Electrical Merchandise* and soon thereafter this name was given to the whole magazine. I feel that this marks a turning point in our industry. Before that time, electrical merchandising was dominated or actually controlled by the give-it-away policies of the utility companies. But toward 1912 these policies became considerably modified. Department stores had dabbled in electrical merchandise in a small way for four or five years, as had also the hardware stores, house furnishing goods stores, even jewelry stores. Further, the sales-hunger of

certain manufacturers of electric cleaners and washing machines had brought to us a new distribution method, that of the house-to-house canvasser.

It is interesting to observe that during these days a very great deal of honest effort was expended in endeavoring to awaken the electrical contractor-dealers to their opportunity. This group had indulged themselves in much wailing and gnashing of teeth because the central stations sold at cut prices, but when the opportunity was offered them to take over the business and carry on at a fair profit they failed to respond in any manner or degree worthy of confidence. There were, of course, outstanding exceptions. Where conditions enabled them, many contractors proved themselves most worthy and effective allies of the central station in the battle against the isolated plant. In other cases, contractors opened stores which were comparable to the best the hardware man could boast. But taking the situation broadly, the contractor-dealer—or electragist as he seems now to prefer to be called—did not then

measure up to the requirements of the situation. And has not since.

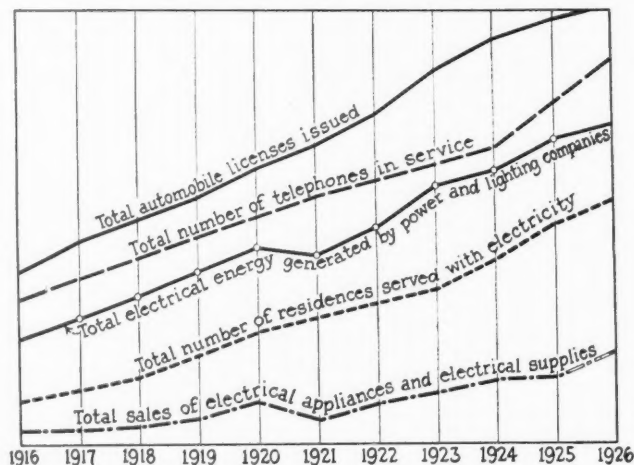
We, as a magazine, tried our best to help keep electrical merchandising within the electrical industry. In May, 1912, we began the publication of a series of articles by a man prominent in the department store field, addressed to the electrical contractor and warning him that if he did not spruce up and become his community's electrical headquarters, some other merchants would. He didn't and they did. An outstanding exception to this general statement was the firm of Woodill & Hulse of Los Angeles which in 1912 built up the then amazing volume of \$200,000 sales a year.

FOR the half-dozen years before the war, central stations did little more than dabble in merchandising; their chief activity was getting old

houses wired. You may say that this was not strictly electrical merchandising; we contend that it was merchandising plus, for every house connected to circuit meant another opportunity to sell a full equipment of appliances. The statistics of the industry will show how successful this activity was, how rapidly the market was developed. And these same statistics will also show how woefully the merchandising business lagged behind the market thus provided, so that today there are more wired homes without vacuum cleaners than 20 years ago.

About this time, also, the idea of customer-ownership of public utility

Appliance Sales Compared with Growth in Other Fields



While the number of automobiles in use, the number of telephones in service, and the number of residence users of electricity go steadily up and up, the volume of electric appliance sales taken over the past ten years, shows a very much slower growth.

securities was advanced. It is my personal belief that Mr. William Hodge of the Byllesby Companies should be given all credit for developing this idea practically, yet your chronicler must hand himself a little credit; the scheme had its inception in an editorial printed in *Electrical Merchandise* in August, 1912; again, in our magazine, it was vigorously advocated as a means of meeting the critical financial situation in which the industry found itself during the latter part of 1914 and early 1915. The value of this activity, as since developed throughout the industry, has been to give many, many thousands of the public a proprietary interest in both appliances and service.

REVIEWING the ten-year period during which the writer owned and edited *Selling Electricity* and (Continued on page 119)

"The Day of the Specialized Merchandising Operator Is at Hand"

By HOWARD A. LEWIS

*Vice-President and Director of Sales,
Electric Refrigeration Corporation
Former Manager, "Electrical Merchandising"*

MY DEAR Mr. Editor, you asked for 500 words. The reason has no doubt been stated elsewhere. Without further comment, I send you my congratulations and best wishes for the next ten years.

The ten years just past have been selling years. Every group and every individual in the industry has, off and on, taken a hand in helping to sell the electrical idea to the American public. Lighting, heating appliances, vacuum cleaners, washers, ironers, better wiring, radio, electric refrigerators, oil burners, etc. As a paper *Electrical Merchandising* has championed all these.

As an exponent of group selling, no paper ever did a more effective job. First the contractors, then the central stations, then jobbers, then contractor-jobbers, then central stations. Like a faithful shepherd dog, you have vociferously herded the flock ever toward green pastures.

You have done a great piece of work for the ninety and nine, but Mr. Editor, has not the time come for this selling industry of ours to stop being migratory and settle down? This ever rushing into new fields is the normal thing for the pioneer but how about the average individual?

The day has now come when we have a wide assortment of electrical things to sell. We have in the past been skimming the surface in selling the American public.

Merchandising profits come from repeat orders and repeat orders demand permanency of operation.

As a merchandising proposition, it is the exceptional organization

that can be all things to all people, electrically, and do justice to every line. In fact I challenge even the exception.

To be specific, in our larger cities there is a need for real fixture stores, specializing in illumination. Throughout America there is a shortage of good contractors to sell an engineering service and give service. If you do not believe me, try to get some difficult work done.

I know a few men who have concentrated on washers during the last ten years and these few, based on the capital they invested, have made profits commensurate with good automotive practice.

For a while radio was an exclusive operation and then radio fell into bad ways and became not a normal merchandise operation but a riot and the last words have not yet been said.

About electric refrigeration, I shall not express myself, but to thoughtful people the answer is obvious. The same goes for oil burners. With ranges—here we have a central station specialty, but range selling produces volume only when handled by a separate department.

Have Been Poor Harvesters

Pioneering work costs money. It takes capital to exploit a new line. After the initial capital is plowed in, then comes the harvest. As merchandisers we have been plowing in but we have been poor harvesters. Under normal conditions each new operation requires new financing—more working capital put into the business; but we have gleefully taken on new propositions and tried



Howard A. Lewis in his eight years as the business executive of "Electrical Merchandising" was not only a building and guiding spirit in the publication but a counsellor in the merchandising development of the industry and a broad influence for sound economic progress in the electrical market.

to finance them out of our old operations and have ended up by rowing about discounts, and with a mortality rate unusually high, considering the fundamental public enthusiasm for our products.

There are to-day plenty of electrical merchandising niches into which we can all fit. The time has come for each of us to find his niche and then bring to our particular job, the energy and the capital that is necessary to build a volume business in our chosen field. I am an optimist about the electrical business. From a merchandising point of view, there are fortunes to be made for the individual or organization that will concentrate its sales effort and its financial resources on one task and persistently perform that task to a high standard.

The day of mass merchandise promotion in our industry is past—let us leave that work to the professional promoters. The day of the skillful, well financed, specialized operator is at hand.

Industry Joint Conference on Wiring

Electragists and N.E.L.A. Wiring Committee invite Earl E. Whitehorne to organize fact-finding body.

A JOINT conference of the four principal branches of the electrical industry is now being organized as a fact-finding body to make a thorough study of the trend of wiring. It will investigate the general subject of the cost of wiring and the influence of various wiring methods on the progress and adequacy of wiring installations, particularly in houses. Advocates of all metal construction, knob and tube work, and non-metallic sheath cable, having long been in controversy over the effects of the different systems on the sale of house-wiring, and therefore on the expansion of the market for electrical equipment and appliances of all kinds, the Association of Electragists and the wiring committee of the National Electric Light Association have jointly invited Earl E. Whitehorne, contributing editor of *Electrical Merchandising*, to take the initiative as a neutral individual associated broadly with all branches of the electrical industry, to call together representative delegations from the four associations of the electric power companies, contractor dealers, manufacturers and jobbers to develop the needed facts on which the industry may base intelligent opinion.

Mr. Whitehorne agreed to undertake the work provided that the Electrical Manufacturers Council and the Electrical Supply Jobbers' Association also desired to participate in such a conference and requested him to serve as its chairman and together with the N.E.L.A. and A.E.I. were willing to support such a market study financially and otherwise within the judgment of their respective delegates. The plan has now been laid before the governing bodies of the manufacturers and the jobbers and both organizations have voted unanimously in favor of the program. The delegations which will represent the four associations in the conference are now in process of appointment but will not be announced

until after the meeting of the N.E.L.A. executive committee late in August.

For the purpose of indicating the general lines along which this joint conference on the trend of wiring may be expected to direct its survey, unofficial and purely tentative suggestions have been considered by each of the organizations participating, in the form of the following ten questions to which the conference might well seek to find the answers:

1—What is the present trend in the cost of wiring?

2—Is the present cost of wiring retarding the installation of electric lighting and appliances or restricting the adequacy of installations?

3—What is the present trend in the adequacy of wiring?

4—What influences are today encour-

aging or restricting the adequacy of wiring installations?

5—What is the influence on the progress of house wiring of different systems of electrical construction required by municipal regulations within a community, such as a "rigid conduit only" and the "all metal standard"? Are a larger percentage of houses being wired, or are wiring installations more adequate where "knob and tube work" is common or where non-metallic sheath cable has been extensively used?

6—Is excessive cost of wiring, if and where found today, chargeable to over-expensive material or to an abnormal scale of wages for labor, or to restrictions on the output of labor?

7—Are present wiring methods wasteful and does the cause appear to be super-standards of quality in wiring materials and equipment, or lack of training and skill in workmanship?

8—If buildings, old and new, are not being wired in sufficient number or adequately wired, how often is the restraining influence the high cost of electric current?

9—Is the progress of house wiring being held back to any extent by over-restrictive policies on the part of the central station in regard to extensions or capacity or readiness to serve?

10—Is slow progress in the wiring of houses and the inadequacy of installations commonly chargeable to lack of co-operation between the contractors and the central stations, and who is most responsible?

Cities and Towns in United States Served by Electricity Total 17,672

A TABULATION just completed by the *Electrical World* indicates that on Jan. 1, 1926, there was a total of 17,672 cities, towns and villages in the United States reached by central-station lines. These communities have a population of 72,941,582 (population estimated, based on probable growth since 1920), or approximately 63 per cent of the population of the nation. It is estimated that approximately 10,000,000 in rural sections must be added to this figure to obtain the total number of people living within reach of central-station lines, making a total of 83,000,000, or approximately 71 per cent of the country's population. There are 30,563 towns and villages, with a population of 5,586,514, which are not reached by central-station lines. Therefore, the central-station industry now reaches 92.5 per cent of the nation's population living in urban communities.

These data are based upon the "McGraw Central Station Directory for 1926" and the United States "Official Postal Guide." About six

thousand named communities listed in the Postal Guide were eliminated as being too small to be included under the heading of "urban." There are approximately 132,000 named communities in the country.

It is estimated, generally, that 54.4 per cent of the population is today living in electrically lighted abodes.

This tabulation indicates that every city and town with a population of more than 5,000 is reached by central-station lines. There appear to be eight towns in the country with a population between 2,501 and 5,000 which are still without electric service. There are 23,824 villages of under 250 population each which are without electric service.

The East North Central States lead in the percentage of the urban population within the reach of central-station lines with 96.4 per cent, followed by the Middle Atlantic States with 96.3 per cent and the Pacific States with 96.0 per cent. Rhode Island leads all the states, with 98 per cent of its urban population living within reach of central-station lines.

1900 Cookers Moved in Summer Sales Campaign

FOUR, well-planned, sales "punches," simultaneously delivered, were responsible for the remarkable record of 1900 electric cookers in seventy days which the Electric Shop of the Nebraska Power Company, Omaha, Nebr., completed as of June 30. Omaha has a population of 160,000.

These body blows at Old Man "Sales Resistance" were administered through these mediums:

- (1) A specialty crew of fifteen trained men.
- (2) A special sales price and attractive terms.
- (3) A hot plate as a premium.
- (4) Liberal newspaper and store publicity.

"A complete summer cooking outfit for only 85 cents down; a year to pay and a hot plate free," were the appeals which struck a responsive chord in the hearts of so many housewives. This battle-cry was carried by fifteen trained men in a house-to-house canvass to the home of practically every customer on the lines of this utility. The specialty men carried the cooker and the premium hot plate with them on their rounds.

How Result Was Achieved

Referring to the result of this campaign and to the methods by which it was achieved, sales manager Kenneth Goewey said:

"It was not uncommon for a man to sell six or seven cookers a day. The commission on this cooker was a flat \$2 to each sale. The highest amount earned by any one man in one day was \$25.74.

"In addition to the outside salesmen, we also had a professional demonstrator operating this cooker during the period of the campaign. We supplied her with all the necessary utensils and food to carry on a comprehensive demonstration of what this cooker would actually do."

Another reason for the gratifying response to this campaign was undoubtedly due, according to Mr. Goewey, to the fact that the electric cooker is peculiarly a hot-weather convenience. Its adaptability for outings, and as a device for "cooking in comfort" were strongly played up.

Electrical Merchandising, July, 1926

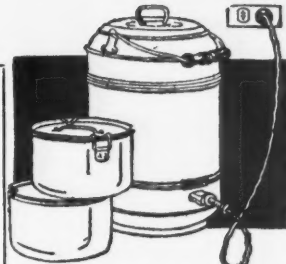
Electricity Is Cheapest in Omaha



Take a Vacation From Your Kitchen Range

Everhot

Combination
Electric Cookerette
Fireless Cooker
"Vacuum Bottle" Food
Container
Ice Cream Freezer



All these in one--for only

85^c down

Pay the balance with
your service bill each month

Sale Price **\$13.85**

This new Everhot Combination brings you all the cleanliness and cool comfort of electric cooking. The heat remains in the cooker. Economical—requires no more electricity than a toaster.

Has two heats. On the low heat foods can be kept hot indefinitely. Heating element is in the wall of the cooker, providing even distribution of heat.

Fully Guaranteed



Free With Every Cooker

With every cooker, we are giving absolutely free a fine electric hot plate. Can be used in many ways. Complete with electric cord.

Special Offer and Price Good Only During This Sale



Roasts, bolls, stews and bakes. All natural juices sealed in. Sakes evenly—brown cakes.



Freezes ice cream and desserts of all kinds. Keeps ice for hours.



Very useful on picnics, outings and long drives. Enjoy hot or cold foods miles from home.

"Electric Shops"

43d and Leavenworth Sts.

17th and Harney Sts.

2314 M St.

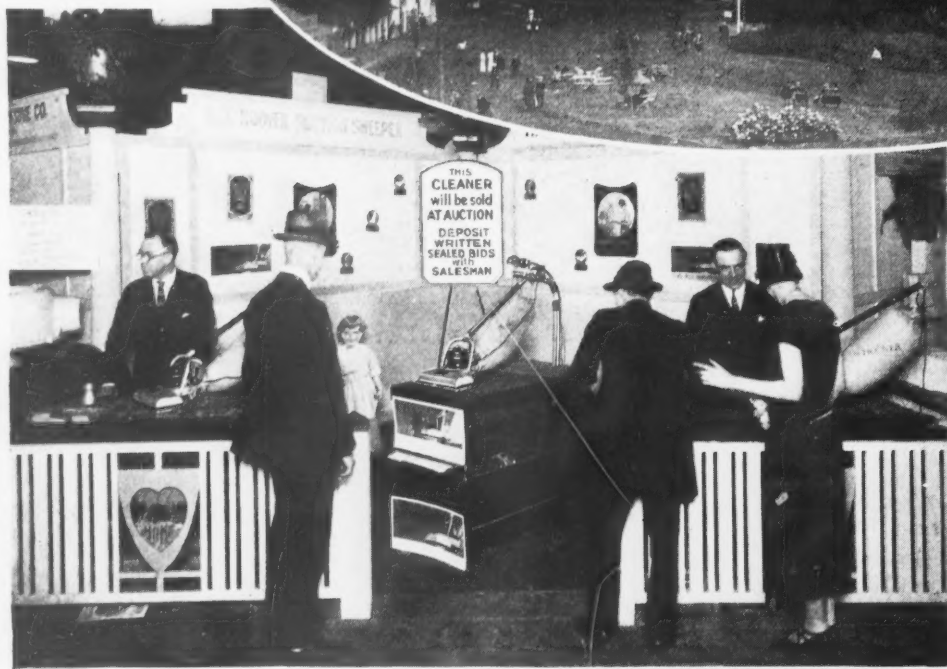
Nebraska Power Co.

Courtesy—Service—Low Rates

The weekly advertising stimulus which resulted in the sale of 1,900 cookers

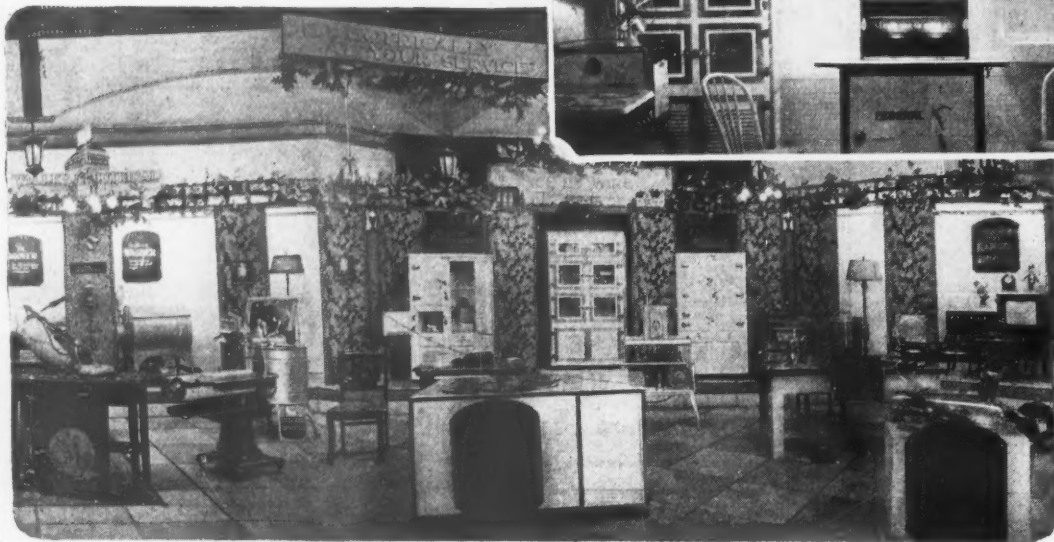
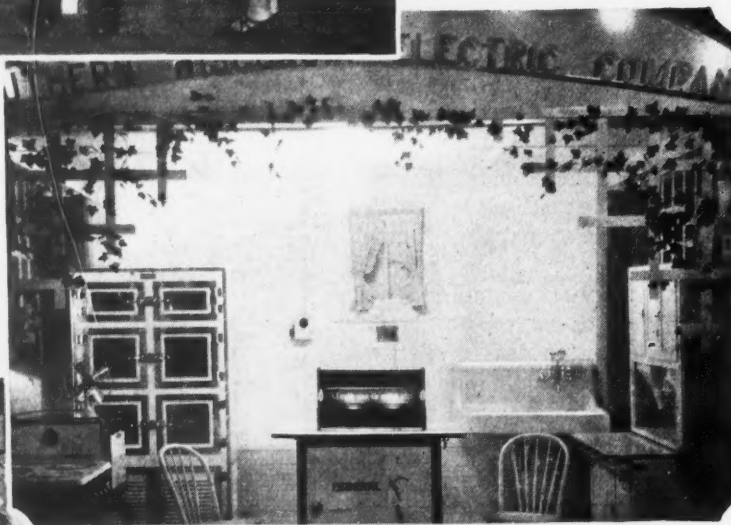
Fair Exhibits

That Win Attention and Sales



The "auction plan" for gathering in prospects on major appliances is new enough to attract attention and old enough to have proven its value. One dealer reports using the auction idea at a fair and receiving sixty sealed bids on a cleaner, the highest being \$64, the lowest \$20. The \$65 cleaner was delivered to the \$64 bidder and the other fifty-nine bidders were A-1 prospects to be followed up.

An electrical exhibit should always be better lighted than its neighbors. And both the exhibits of the Southern Wisconsin Electric Company (right) at the Lake Geneva, Wis., fair, and the Valley Electrical Supply Company at the Fresno, Calif., County Fair (below) are models of good lighting.



How jobber and retailer can co-operate To Lower the Cost of Distributing Electrical Appliances

By S. J. RYAN*
Merchandising Counsellor

DEPARTMENT stores have long struggled with many of the merchandising problems that are now engaging the attention of the electrical jobber.

For example, in that business we have definitely concluded that increased volume *alone* does not mean an increased net profit. Despite the vast expansion in volume of the department stores of this country during the past twenty years we find today that the *percentage cost* of doing business is higher than it was twenty years ago. No longer is the problem of the department store executive purely a promotional one, but he also must devote himself to the task of first *controlling* and then *reducing* his expenses.

It is a common error to attribute to the department store a merchandising policy of selling branded merchandise at prices netting a loss and making an excessive profit on unbranded goods. I do not mean to say that cut prices have ceased to exist in the industry but I do claim that they are rapidly disappearing. For two reasons: in the first place no business is so highly competitive as that of retailing, and even on blind merchandise, by which I mean merchandise of such a character that it is difficult for the consumer to distinguish the intrinsic value—such as millinery, ladies ready-to-wear, etc., this intense competition almost immediately establishes a publicly accepted value for the same or similar articles. It has been estimated that nearly 80 per cent of the merchandise carried in a department

store is handled by its competitors—if it is not exactly the same merchandise it is matched in quality and use. This leaves us, therefore, a margin of about 20 per cent upon which it might be possible to make an excessive profit with which to overcome any inadequate profit due to cut prices on branded goods. But, we have also learned that excessive mark-up means a *restricted volume*!

Margin Restricted

You will see, therefore, that the department store's margin, as well as that of every other retailer, is restricted by causes largely beyond its control and consequently we cannot afford to cut prices on branded merchandise to the same extent as formerly. In our scramble for constantly increasing volume we found that we usually either increased our costs of doing business out of proportion or decreased our margin through cut prices to such an extent that we were no better off, and many times worse off, than we had been without the increased business.

Beyond a certain volume it seems

to be an established fact that the law of diminishing return operates and that any increased business is taken at a disproportionately increased expense.

The problem of the executive at this point, therefore, becomes very largely one of expense control.

The problems confronting the electrical jobber desirous of increasing his merchandise volume are, to my mind, exactly parallel to the problems confronting the department store executive every day.

He, too, must order his activities so as to specialize in a general business—and what success has been attained by the department store has been through the employment of specialists and the use of specialized methods, fitted into a general business, governed by a general policy. The silk specialist may know nothing of the intricacies of merchandising hardware, nor the latter of the ready-to-wear business, but through proper co-ordination the business, as a whole, is presented to the public as a desirable place in which to purchase silks, hardware, and ready-to-wear!

The governing thought behind the department store—the prime reason for what measure of success it has achieved, has been its attitude toward the customer. The customer is its fetish. To please and serve the customer is its cardinal principle—to meet, and if possible, anticipate his demands is the measure of its success. With them it is the customer first, last and always. To paraphrase the immortal toast of Decatur: "Our customer—our customer right or wrong, our customer."

We, in the department store busi-

THE matter of reducing the cost of doing business is of grave importance today to retailers in every line. Here the jobber can be of great service through counsel based on contact and his ability to share investment, thus reducing risk and increasing turnover. Big stocks always mean big losses.

*From an address delivered to the Electrical Supply Jobbers' Association, Hot Springs, Va., June 3, 1926.

ness, serve our customer, help our customer, placate our customer and finance our customer. Our business is governed by our customer. No effort is too great, no reward is too small, if we but succeed in the business of building up in our customer's mind the faith that his interests are our interests, his comfort our reward—and we are very sincere in this effort.

The confidence of our customer in us is in proportion to his satisfaction with the service we have rendered him in merchandise, price, courtesy and assistance. In our highly competitive field, our greatest asset is the good-will of our customer. This we cherish above all things.

Now who is the jobber's customer—to be specific, who is the electrical jobber's customer? Answer: The electrical retailer, large and small.

Electrical Retailer Needs Jobber's Help

How can the electrical jobber best serve his customer? By really departmentizing his business and placing in charge expert merchandisers and salesmen—men with a knowledge of and a sympathy with the smaller retailer's problems—and he has big problems demanding solution. He needs your assistance—the help of the man on the ground. Remote control is not as successful in merchandising as it is in radio broadcasting.

The four great problems of the electrical retailer today are:

- (1) A knowledge of his true costs involving (a) method of determining and (b) application of method;
- (2) A reduction in his costs of doing business;
- (3) A method of financing his time payment business at a lesser cost to himself;
- (4) The application of more intensive merchandising methods.

These problems are patent to anyone who studies the retailer's problems. In the department store business we do everything within our power to learn and *anticipate* our customers' needs, and yet in a country-wide survey of retailing costs in the electrical field, conducted last year by *Electrical Merchandising*, we found just one jobber who had knowledge, based on facts, of his customers' business ability as reflected in his knowledge and management of costs—and he only had *one* case!

The matter of reducing the cost of doing business is of grave importance today to retailers in every line. Here the jobber can be of great service through counsel based on contact and his ability to share investment, thus reducing risk and increasing turnover. Big stocks always mean big losses. "Use your jobber and avoid both" would be a fine slogan.

Yet in this same survey we did

The four great problems of the electrical retailer today are:

- (1) A knowledge of his true costs involving (a) method of determining and (b) application of method;
- (2) A reduction in his costs of doing business;
- (3) A method of financing his time payment business at a lesser cost to himself;
- (4) The application of more intensive merchandising methods.

not find a sustained effort upon the part of any jobber to help solve this problem of cost reduction for the electrical retailer.

Importance of Finance Costs to Profits

The business of selling electrical household appliances today is a banking nearly as much as a merchandising business. Financing costs have all too frequently eaten up any possible final profit for many a retailer. The jobber has left these and similar problems of his customer to the manufacturer and to the customer himself!

A clearer study of the retailer's problems will also assist the jobber in the conduct of his own business.

I read the other day where some of the mercantile jobbers of Pittsburgh, conscious of their lack of detailed knowledge of the changing demands of the consumer with its consequent effect upon stock control, are adopting many of the methods of the department stores to ascertain and, if possible, anticipate these demands.

The smaller retailer's opportunity of offsetting the march of the chain stores and similar organizations is through co-operative effort. He enjoys many natural advantages. For

example, the parking problem of the downtown stores today drives much trade to the neighborhood store. Again, increasing costs of securing and serving traffic is a grave problem to the large retailer of today.

The continuance of chain store operation, and consolidation in the department store field, are largely dependent upon mass selling and that, in turn, upon mass production. The reliance of the small retailer, in combating this tendency must, of necessity, be the jobber—performing the *true function* of the jobber. His is the duty of providing a substitute for mass production and encouraging, through a combination of his dealers, mass distribution.

Small Retailer Still Very Important

This is the jobber's opportunity to hold his birthright. We must not lose sight of the significant fact that something over 75 per cent of all merchandise sold yearly still reaches the consumer through the small retailer—and the small retailer is the jobber's customer, and always will be.

Nor is he fading out of the picture by any means—during the past three years over 192,000 new retail businesses have come into existence in this country.

Of course, the merchandising problem in the electrical industry, as viewed by the electrical jobber, is undoubtedly complicated by a very strong element which does not appear in the ordinary market for other household equipment. I refer to the central station, whose peculiar position as the headquarters for electric service in all communities has been impressed very strongly on the public mind. The central station in addition to being a manufacturer of electric current is a retailer of electrical appliances in many cities.

Few realize that there remains a tremendous market which is not served by central stations who merchandise. According to a survey made by *Electrical Merchandising* and *Electrical World* in January, 1926, only 60 per cent of the 14,500,000 wired homes in the United States are served by utilities who are retailing appliances. *That means that there remains over 6,000,000 wired homes, or 40 per cent of the total, which must rely upon other dealers, and this constitutes a very great market in which the dealer is free from all central station appliance merchandising competition.*

Central Stations Waking Up to Merchandising Profit

In further relation to the central station, I think I can stress a recent tendency in an awakened interest in merchandising profit on the part of the chief executives of some of these companies. There is not yet, by any means, a concerted policy on the part of utilities to merchandise at a profit, but I believe that the willingness to absorb a merchandising loss is less marked than it has been. I think that this gives promise of a very distinct improvement in the local merchandising situation as time goes on in the sale of electrical appliances in the American home.

I believe that the jobbers have an increased opportunity with the central station, as they become more profit conscious. In their merchandising business the jobber can be of immense value to them through his function of carrying stocks and assortments.

Turnover is as essential to the central station's profit as it is to the profit of any other merchandiser and this is your opportunity and theirs. Of no less importance is the elimination of sacrifices through excessive markdowns forced upon them by excessive purchases of stock, too often bought to secure a larger discount.

How One Lighting Company Lost Money

Let me give you an example of the problem now confronting one central station company in its merchandising operation. This company, operating several stores and selling a gross total of \$750,000,000 a year in all kinds of appliances and lamps, sustained a loss last year of \$50,000 on its merchandising operation. Because there has been an annual loss, the president of the company has called into question the policy of selling merchandise. He has asked his general manager and commercial manager either to remedy the situation and show a merchandising profit or go out of the merchandising business.

In studying the possibility of making a profit on the business, the manager called in a firm of accountants to make a survey of the whole set up and find out just what his operating costs were and to determine where the money was being lost.

Operating costs were reasonable, being 27 per cent. This large volume of merchandise sales, however, showed a maintained gross profit of

but 20 per cent! There was a total of \$150,000 gross profit and operating expenses of \$200,000. The reason for this small gross profit on this large volume was chiefly due to price reductions that has been made on nearly every item in the large and varied stock in order to move the goods and obtain a turnover. The goods had been bought at favorable prices, direct from manufacturers for the most part. Purchase margins had been seldom less than 35 per cent and from that up to 40 per cent, but because of slow turnover of the large stocks, bought at a discount of 40 per cent and better, it had been found necessary to frequently sell large quantities of merchandise at cost.

Jobber Would Have Cut Loss

An analysis of the cost of doing business figures also revealed an interesting situation. The charge for warehousing and truckage was excessive. This was due to the use of the utility's warehouse situated a considerable distance from the retail stores and to the use of the company's trucks for bringing merchandise to the stores from this remote storage point.

Another heavy item of expense was the interest charge on carrying the stock of merchandise. This interest charge was roughly \$10,000. Now I am giving you this instance because the facts developed indicate that had this central station used local jobber stocks to get a quick turnover, to eliminate trucking and warehouse costs, to cut interest charges on money tied up in merchandise, the loss on merchandising operation would have been greatly

reduced if not altogether eliminated.

Here is another aspect of the problem: Why do department stores and mail order houses, neither of them pioneering organizations, carry electrical appliances? Because there is a well established demand for them from their customers. I am not talking about consumer acceptance, but consumer demand and that is what makes a staple out of a specialty. And staples are the backbone of a jobber's business.

As a retailer, I take my hat off to the manufacturing industry for the magnificent job they have done—or have had to do. But it is as unfair and as unsatisfactory to burden them with the problems of retailing as it would be for them to expect us to go into their plants and help to produce the goods we sell.

That is the jobber's job. This position in the industry and in his community imposes an obligation of service and counsel to the man on the firing line. He is the jobber's customer.

Lack of Adaptability in Meeting Conditions

The jobber who has a clear conception of the fundamental economic position of the electrical household convenience, an appreciation of the human service it renders and faith in its future merchandising possibilities knows that any failures of the past have been due almost entirely to his lack of adaptability in meeting new conditions. It seems to me that radio, magic child of industry, has pointed the way to what I hope I may be pardoned for styling the merchandising renaissance of the electrical jobber.

The Smaller Retailer's Opportunity

THE smaller retailer's opportunity of offsetting the march of the chain stores and similar organizations is through co-operative effort. He enjoys many natural advantages. For example, the parking problem of the downtown stores today drives much trade to the neighborhood store. Again, increasing costs of securing and serving traffic is a grave problem to the large retailer of today.

The continuance of chain

store operation, and consolidation in the department store field, are largely dependent upon mass selling and that, in turn, upon mass production. The reliance of the small retailer, in combating this tendency must, of necessity, be the jobber—performing the true function of the jobber. His is the duty of providing a substitute for mass production and encouraging, through a combination of his dealers, mass distribution.



The Althoff-Howard Electric Company, Evansville, Indiana, put uniform red-and-blue jumpers on its journeymen, and, as a result, acquired a lot of advertising value and raised the respect and morale of the men. The name of the firm is lettered across the backs of the uniforms. The idea was suggested by one of the men.

Uniforms for Journeymen

"The benefits of standardized jumpers are many," says Howard of Evansville, Ind.

HERE are fifteen walking advertisements for the electrical contracting business of the Althoff-Howard Electric Company, Evansville, Ind. These men represent far more than that, however; they are, above all, loyal, efficient employees whose hearts are in their job and whose work shows it.

The uniform jumper idea came from one of the men. He advanced the suggestion at a regular meeting of the A. H. Club. This "Get-together" of employers and employees is held every Monday night. Everyone is expected to attend.

"Mr. Althoff and I saw possibilities in this thought just as soon as it was advanced," said G. T. Howard. "We first discussed with our men the type of overall which would be most suitable and acceptable to all. After this was settled, we designed the trimming so as to make this outfit attractive. This matter was then placed before the Triangle Overall Company of this city, and on the basis of

taking four dozen suits they consented to make these special for us at the price of \$42 per dozen. They are made of blue demin with red trim. The name "Althoff-Howard Electric Company" we had to have done separately, so we turned it over to a representative of the Singer Machine Company, which has machines for putting these letters in colors as on hotel linen. The overalls were then stamped with the initials of each man.

Men Pay for Own Jumpers

"The men pay for their own overalls but we keep them laundered for them," continued Mr. Howard. "Each man has two suits. When a suit becomes soiled it is turned in to our stock-room boy and a clean one issued. Dry cleaning usually takes place about once a week. This service costs us \$5 a week and it's well worth it. Besides, a certain advertising value in this idea, these suits also give our men a better standing

in their own estimation and with their fellow-workers on the job. We make every effort to build the self-respect and morale of our men. The overall idea is one way—it has accomplished much. Here is another:

"Remember you are high class artisans", we frequently tell our men. If you are right we will back you up every time. Be polite, but firm. Your knowledge commands respect. Don't let a builder or a householder talk you into doing more than is agreed upon, or into committing some wrong electrical practice."

Mr. Howard sheds further light on this interesting subject when he says: "We try to be 'one of the boys' and we find that it helps us all and that we gain respect rather than lose it by so doing. For example, we make one or two fishing trips together every season.

"Last year, we shut up shop and took the entire outfit up to West Baden to look in on the Electragists' Convention. We footed the bill."

21,719 Convenience Outlets *Sold in 28 Months*

SHOULD a central station go after the outlet business? If so, why? For two and one-half years the Minneapolis General Electric Company, Minneapolis, Minn., has spent approximately \$1,500 a year educating its customers in the desirability of the convenience outlet. During that time it has never sold less than 534 outlets in any one month and has, on two occasions, topped the 1,000 mark. In other words, it has been instrumental in placing, *through local contractors*, 21,719 convenience outlets in Minneapolis homes at a publicity cost of 16 cents per outlet.

"Why have you pushed the convenience outlet so persistently?" T. H. Kettle, in charge of advertising for this utility, was asked.

"There are three reasons," he replied. "We feel that the outlet must be a load builder. We are quite sure that it helps the sale of the smaller appliances and of decorative lamps, and we *know* that this activity cre-

A publicity stunt a month produces a consistent sales average of 776 outlets every thirty days. Minneapolis General Electric Company does the selling and local contractors install.

ates good will with our customers and with the local electrical contractors."

Enlarging on these three points, Mr. Kettle said, "This company has been pushing the sale of convenience outlets consistently for two and one-half years, not because we are able to measure in kilowatts or in dollars and cents the increased load or income that this activity has meant, but because we feel that it is a merchandising activity and that the central station should get behind it on general principles. We have had contractors tell us privately and make the statement in meetings of our local electric league that they

appreciated the results which they have received from the persistent advertising that the Minneapolis General Electric Company has been giving to the convenience outlet idea and that still further results were expected in the future.

The Minneapolis General Electric Company employs four mediums for the purpose of educating the public in the desirability of adequate outlets. It uses the circular letter, the envelope stuffer, the advertisement on the back of company bills and the newspaper. Once a month, the public is reminded that convenience outlets are a mighty good thing through one of these channels. The approxi-

\$14.⁵⁵!
for 3!



CALL MAIN 6100
and have our man
make your home
more convenient;
or call your elec-
trical contractor.

This special offer
applies only to
detached houses
and duplexes.

THE Most Convenient
of "Convenience"
held in Minneapolis is
full swing. And by m
it you can have 3 dou
venient outlets inst
your home in any s
place. And all it wil
is \$14.55 for the thre
of having six silen
watchfully waiting
make use of them
the day or night!
\$14.55, too!

**We agree with you. You
can't afford to be without
them!**

The Minneapolis General Electric Co.
15 South Fifth St.

YOU NEED Convenience Outlets



To get the full Benefit
from your Electric Service

Special May Offer

During May we are
having a special sale on
Convenience Outlets at
the following prices:

\$7.00 for the first twin Convenience Outlet
\$4.50 for each additional Outlet

JUST PHONE MAIN 6100

**When Wiring Your Home
This Spring**



Include Plenty of Convenient Outlets

If you're considering electricity for your home, remember that electric light is only one of the many advantages you get. Soon you will want to clean-wash-iron-sew and do many other tasks with electric power. With plenty of Convenience Outlets in the basement, these appliances can be easily and properly attached.

Let Us Help Plan Your Housewiring

Northern States Power Company's 7 per cent Preferred Shares are a safe, sound and satisfactory investment

Northern States Power Company

More than 45,000 Shareholders

The Minneapolis General Electric Company
spends about \$1,500 a
year educating its cus-
tomers in the desirabil-
ity of the convenience
outlet.

mate yearly expense of this advertising is as follows:

100,000 folders	\$500
Eight, three column, ten inch newspaper advertisements (three different papers are used)	500
Direct-by-mail circularization...	250
Miscellaneous printing and postage	250
Total	\$1,500

The first year the inducement was announced as: "\$7 for the first twin convenience outlet—\$4.50 for each additional outlet." For 1925, however, and so far for the present year, it was found that an offer to install three twin outlets for \$14.55 was just as easy to sell, was more satisfactory for the contractor and meant greater gross in proportion to the sales effort expended.

Inasmuch as the lighting company does not install these outlets, but refers the order, in rotation, to the contractors who have agreed to accept the work at these prices, the lighting company was very careful to consult individually and collectively the electrical interests in Minneapolis and to base its advertised price on the average installation cost submitted by these contractors.

The relation between the utility and the contractor in the promotion and installation of added convenience outlets is not at all complicated. The lighting company educates the public through its publicity in the desirability of the convenience outlet. It

directly solicits, through its home lighting department, this type of business. It refers all orders and inquiries, however, to the contractor specified by the customer, or, if there is no choice, it apportions this business equally among the thirty contractors who have agreed to accept it.

The sales figures presented in the first part of this article include sales of outlets in homes already wired which have been made directly by these contractors.

"Although it is reasonable to suppose," continued Mr. Kettle, "that adding over 9,000 outlets a year to our lines would have an appreciable effect in increasing the load, other influences have tended to subtract from monthly current consumption so that it is difficult to even estimate the effect in dollars and cents of this sales activity. We must assume that an outlet in the baseboard is an open invitation to the house-

THE MINNEAPOLIS GENERAL ELECTRIC CO.

BYLESBY ENGINEERING & MANAGEMENT CORPORATION
ENGINEERS AND MANAGERS
CHICAGO, NEW YORK

MINNEAPOLIS, MINN.

The Date
Is Today

If you will fill in the attached card, we will be glad to have our Special Home Lighting Representative, Mary S. Starland, call on you.

Mrs. Starland has made a careful study of home decorating as affected by interior illumination and she will be glad to give you the benefit of her knowledge and experience, -- gratis, of course.

Your request for her to call will not obligate you in the least, and the only reason we suggest it is because we believe she can be of assistance to you in the lighting of your new home.

You appreciate, of course, the important part correct illumination plays in the comfort and convenience of a home, and we're always happy to do all we can to help our customers in this respect.

Incidentally, Mrs. Starland has nothing to sell -- her object is simply to help you make your new home as attractive and comfortable as possible from the lighting and illuminating standpoint.

The enclosed card is for your convenience. It's all stamped and addressed, and she will call whenever you say.

Cordially yours

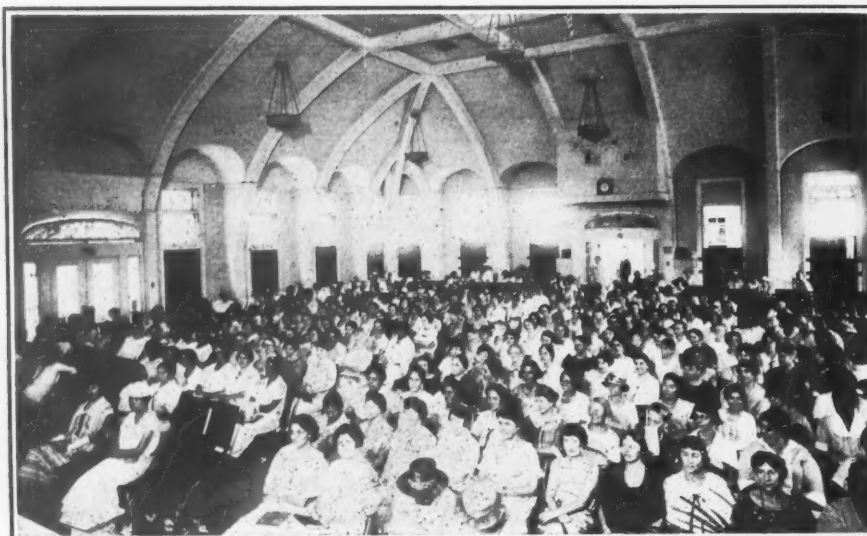
HEY
JUN
Encl-

Mary S. Starland
Sales Manager

Paving the way for more convenience outlets

wife to purchase at least a small appliance or a decorative floor lamp to put on that outlet. When it comes to the matter of good will, however, I can state authoritatively that we have heard from many customers who have gone out of their way to tell us how much they appreciate the convenience outlets which our advertising, or some member of our organization, induced them to purchase."

Range Demonstration Draws Crowd in Hawaii



In the audience of this cooking school, conducted by the Honolulu Star-Bulletin at Honolulu, T. H., were 800 Japanese, Chinese, Hawaiian, Korean, Samoan, Philippine and Portuguese women, besides, of

course, many native Americans. Miss Galvin, who conducted the course of lessons, was assisted in her work by Chinese and Japanese maids. The use of cooking in selling electric ranges is universal.

Electrical Refrigerator Energy Consumption

A monthly record of sub-meter readings maintained for the year 1925 and covering current consumption of 94 electric refrigerators gives a grand monthly average of 69 kilowatt hours for each refrigerator according to the figures of the engineering department of the Kansas City Power and Light Company, Kansas City, Missouri.

Forty-five of these refrigerators were in Wichita, Kansas, the balance were distributed among ten smaller towns. The cubic feet capacity of the boxes ranged from 6 to 40. Eighty-seven of the installations under observation, had a capacity of thirty cubic feet or less per box.

Seven Arguments That Sell Electric Ranges to Women

WHY do women buy electric ranges? E. A. Norton of Barker Bros., Los Angeles, gives the results of his experience in selling electric ranges to department store customers. Certain questions always come up in making a sale, certain resistance factors occur so frequently that after placing ranges in hundreds of homes in that district, it is possible for him to say almost with certainty what arguments appeal most strongly to the housewife and what appeal is most likely to close the sale. Here are some of the cardinal sales principles involved, as he has outlined them from his experience:

[1] *The Trade-in* of an old range is a big item in making sales. Whether the amount allowed for the old cook stove is large or small, the fact that the purchaser gets something for it; that it doesn't have to be junked, or that tiresome bickerings with second-hand dealers will not be required, is enough to push over many a sale where every other factor is assured.

[2] *Easy Terms* in this day and age, have universal appeal. It is much easier to buy an article that is sold at \$5 down. All the customer looks at is the down payment, and his impression of the magnitude of the total price of the range is lost if the start can be made easy.

[3] *Proper Pricing* is important. Not that it is necessary to make the price low, for expensive ranges are being sold as often as cheaper ones, but the price should be made to seem attractive.

[4] *"How Will It Look?"* is the question asked by women interested in the interior decoration of their homes. They are being educated by magazines, by example, and by general tendencies to make the home an attractive place. And the kitchen is being made the most attractive spot in the modern home. So women demand a range that looks well, that they may be proud to

possess. There are two things a woman asks of a range. The first is "How will it look?" and the second is—

[5] *"How Will It Cook?"* Electric cooking has so many advantages in its favor that many a sale is made on this point alone. The preservation of the natural juices of meats and vegetables cooked in an electric oven, the perfect regulation possible, and other features of electric cookery are invincible arguments.

[6] *Convenience* is a big item. The automatic features of an electric range promise freedom for the housewife from the slavery of the kitchen. The cleanliness of the electric range, the fact that it takes so little fussing around to make it operate successfully, the perfect regulation afforded by it, all spell a consideration for the woman's domestic problem that she appreciates.

E. A. Norton, of Barker Bros., Los Angeles, says that the seven cardinal principles involved in selling electric ranges to women are:

1. **The Trade-in.**
2. **Easy Terms.**
3. **Proper Pricing.**
4. **Appearance.**
5. **Efficiency.**
6. **Convenience.**
7. **Good Will.**

[7] *Identify* the piece of merchandise you sell with the good name of your company. That gives the purchaser confidence in it from the start. She doesn't feel that it is an untried thing. Make her feel that if anything should go wrong, or if she should have any difficulty in learning to use it, you would straighten it all out. There's comfort in that thought. Foster it.

Pepping up

"Personal



A wax model, a dressing table and a violet ray will make an engaging setting in which to tell how cooling, refreshing and stimulating the violet ray is in summer-time use. Now is the time to display it everywhere.

WHILE there is always much talk of the "summer slump" every year about this time, the summer season brings its opportunities too. It is during this season that labor-saving appliances are most needed, for people are not eager to exert themselves unnecessarily. Table appliances can be sold for outdoor cookery if the pleasures of the outdoor dining table are alluringly presented and it is the time, too, when such "personal use" appliances, as the violet ray and curling iron are actually most in demand.

The violet ray is not as familiar to the electrical public as it should be. People who freely make use of other electrical equipment still remain uninformed of the purpose of

the violet ray and what it will do, so that there is opportunity for the electrical merchant to tell an original and interesting story to his townspeople. As a matter of fact, the violet ray is a real aid to summer comfort for whether one is at home or vacationing, summer time brings fatigue. It is the time of the year when there is a slowing up of physical and mental processes and the efforts of the long winter season tell on one's general health. Much comfort can be obtained from the violet ray for it is refreshing, stimulating, and cooling. It reaches deeply into the interior of the cells of the body and effects what is known to physicians as "cellular massage," making every cell vibrate as it should, thus

stimulating all functional activities of the body.

Manufacturers have prepared many interesting "sales helps" on the violet ray which the dealer may use to speed up sales of this appliance. Here are some facts that will interest all potential violet ray users.

Most human ailments, often even those of an infectious nature, are to be traced to one principal cause—imperfect circulation and impoverished blood supply. It follows that the human body may be kept in a healthy condition by the very simple remedy of aiding the functions of circulation and stimulating the flow and production of blood. It is known that the application of electrical energy produces these favorable conditions and more recent research has shown that the violet ray high frequency current is a most effective means of applying this electrical energy.

The violet ray is really a high-frequency generator and a high frequency instrument, it is well known, generates ozone, the element in the air which has a purifying effect upon the blood. This generator also has a germicidal effect in cases such as eczema, etc. When the electrode is applied to the body, the spark tends to kill the germ, at the same time driving ozone into the blood locally, with a healing effect. Use of the device is recommended by physicians to relieve rheumatism, sciatica, lumbago, neuritis and many kinds of skin diseases and for particular summer-time use, it is said to put vigor into atrophied cells and tissues, thus stimulating the functions of the body. Young women and old, and men, too, will be interested in an appliance that in addition to providing physical comfort, also improves the complexion—another service the violet ray performs.

Many interesting window displays suggest themselves in featuring the violet ray. Demonstrators in the

summer business with

Use" and "Vacation"

The violet ray, curling iron, traveling iron, and immersion heater, have real summer-time use and should be vigorously pushed and well displayed during the hot-weather.

Appliances

window always attract people. If a wax model can be borrowed from a local store and a dressing table, a set-up similar to that used in one of the illustrations accompanying this article, can be easily arranged.

No woman who relies upon a curling iron for her marcelled coiffure, whether or not she is her own hairdresser, will venture upon a summer vacation without an electric curling iron. The woman who knows that in the city a beauty parlor is just around the corner also knows that such luxuries are not provided in all summer resorts. Even the woman who does not enjoy water sports finds that a few hours of hot summer weather will take the curl out of the most tightly-waved marcel. And no matter how many rubber bathing caps the swimmer wears the water gets under the caps and somehow part of the cherished wave disappears entirely.

Traveling Iron Keeps Clothes Wrinkle-less

Every woman will understand a sales message that tells her how she can keep her wardrobe fresh and free from wrinkles during her vacation period, for whether the accommodations are at camp or fashionable hotel, it is extremely difficult to get wrinkled gowns restored to their pre-packing freshness without much expense and trouble. And there are always a collar or two and a few pieces of silk lingerie that one wishes to wash away from home. Using a down-turned bureau drawer as an ironing board, padded with a few towels or an odd blanket, or with padding brought for the purpose, the vacationist's laundry needs are easily taken care of.

Where there are children the immersion heater and the bottle warmer are real conveniences for no matter how excellent the hotel service may be it generally does not include off-hour service—inconvenient hours of the day or night when baby's food must be prepared. In many of the summer hotels hot water is not provided at all hours and in some of the back country boarding houses is not supplied at any time. Almost all places, on the other hand, are electrically wired so that an immersion heater or bottle warmer can easily be used to provide warm milk for

the baby and small children, hot water for afternoon tea and, for the man of the family, hot water for shaving.

With a list of "personal use" and "vacation" appliances like those mentioned, summer time should be a real open season for sales. People respond quickly to suggestions for bodily comfort and interesting window displays, the use of manufacturers' "dealer help" material and some good newspaper ads will create sales for those appliances that make for personal comfort in the usually uncomfortable summer weather.



Every woman vacationist who indulges in the luxury of the marcel wave should pack an electric curling

iron along with her other "beautifying" equipment. Hot weather is a real foe to the graceful marcel.



Breezy Sales Ideas

Selling One Make of Fan Builds Larger Sales

Selecting one good make of fan and enthusiastically supporting it, is making possible larger fan sales and a more profitable repair service for A. Edgar Goetz, an electrical contractor dealer of New York City.

About five years ago it was decided to concentrate all efforts on one make of fan. Today practically all customers ask for this one make. When other fans are requested, Mr. Goetz offers a most enthusiastic conversation on neat appearance, quiet running, light weight, and simplicity of construction. He even delves into the technicalities of electrical and mechanical construction in a most enlightening and interesting manner. As a result the prospect usually becomes converted and sold.

An important point in his sales talk is to make sure the customer is getting the right size fan. An eight inch fan cannot be expected to throw the same volume of air as a sixteen-inch fan and a desk fan is not designed for the work required of a ventilating fan. When the right fan is put in the right place, satisfied customers are assured.

In selling ventilating and exhaust fans an engineer is employed who designs the various systems and in-

stallations required, making sure the right fan is placed in a position where it will give the most efficient service. A large fan is never installed when a small fan can be placed in another position and give the desired results.

Although free trial on ventilating fans is unusual, Mr. Goetz finds that where the prospect is live and really needs a fan, an installation on approval really pays. Recently an apartment house manager who is on Goetz' mailing list, called up and wanted a trial on a kitchen ventilating outfit. He was having complaints from his tenants and in one instance had spent \$200 in cutting a vent in the stone wall. A fan was installed on approval for a few days. So satisfactory was its operation that an order for eight fans was placed.

Fan Service Profitable

A fan service station has proven to be a profitable portion of the business. By selecting the one make of fan the official service station franchise was obtained from the manufacturers. Continual follow up of all fan customers by mail is reminding them that a fan cannot be expected to run on forever without attention and that a yearly overhauling and cleaning will add many years to the life of a fan motor.

Tourist Camps an Opportunity for Wiring and Appliance Sales

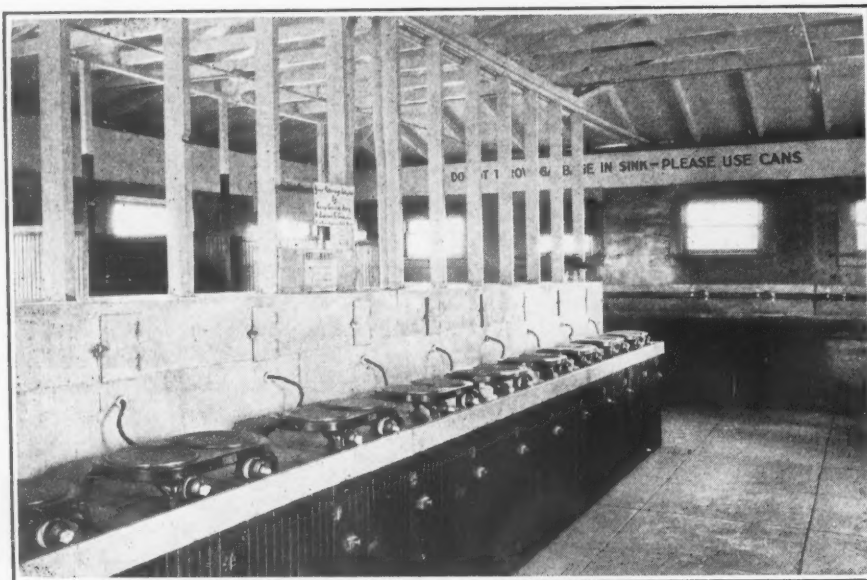
With every third car on the highways of the country provided with a camping outfit, the institution of the automobile camp has taken rank along with the mountain hotel and the seaside boarding house as a factor in the summer life of the nation. They vary, do these camps, from a bare and dusty acre of ground boarded off and dignified by a sign and a collector of tolls at the gate, to a small community of neatly boarded houses provided with many of the comforts of the home which the camper is apparently doing his best to avoid.

Out in Paso Robles, California, there has been established an automobile camp which not only furnishes these comforts, but adds one to which most of the housewives visiting the camp have hitherto been a stranger—namely, electrical cooking.

The central feature of the camp is the community house which is provided with twenty cooking equipments consisting of individual two-plate electric stoves. These are arranged in a double tier down the center of the room, with a closed compartment below each one to accommodate cooking utensils and other personal effects of the camper. The disconnecting switch of each is enclosed in a locked cupboard directly above each stove.

Use of the camp privileges is conferred upon the payment of the usual sum per night's occupancy—and the possession of an individual stove assigned to the party. This permits use of the water and sink which lines one end of the room. Hot water is provided by an electric water heater. Booths open off the room with tables and benches which may be used as dining rooms if desired, or the food may be removed to the individual headquarters of the family.

This installation has already returned excellent dividends upon the investment. The camp has become popular for more permanent stays than is usual in these overnight hostelrys—and several families have



Use of this model electric kitchen, outfitted with twenty two-plate electric stoves and an electric water heater, is conferred upon all who spend the night in the automobile

camp at Paso Robles, California. A cupboard below each stove is provided for cooking utensils and private effects. This kitchen contributes greatly to the popularity of the camp.

s for Hot-Weather Hustlers

enjoyed its hospitality throughout their summer vacation. Its reputation is of course carried far and wide by motorists who have enjoyed its convenience, with the result that it has done an excellent business. No one is more friendly or communicative than a camping motor party—and as satisfied customers they make excellent advertisements.

Converts Many Prospects

At the same time, the idea of electrical convenience receives an equivalent recommendation. Conversation in the kitchen centers naturally about the ease of operation and cleanliness of the installation. Those who have electric ranges at home boast of them and those who have none admire the equipment. How many converts have gone forth upon the highways from this kitchen it would be impossible to reckon. In the meantime, the immediate return is enjoyed by J. B. Hurst, electragist of Atascadero, who sold the idea of the installation to C. T. Azbell, owner and by those who have had the foresight to follow his example and who recognize in the automobile camp an excellent prospect for an electrical installation.

Soap Gets Clean Leads

An effective way of obtaining active prospects for the electric washing machine was uncovered in a recent campaign staged by the Public Service Company of Colorado. An arrangement was entered into with a soap manufacturer by which a demonstration of his soap as used in the electric washing machine would be put on in grocery stores located at strategic points throughout the city. Both the soap demonstrator and the representative of the power company were present throughout the day and took the names of all who were interested.

Demonstrations of this sort were staged in three cities and a large number of leads were obtained. In the city of Lovelands it is estimated that 75 per cent of all names on the list used for the washing machine campaign, were obtained in this fashion.

Ice Cubes for the Parade Crowd

Advertising by parade float attracts attention and often leads to sales when this kind of display is hitched up to a real selling idea. The float illustrated above was used in the Fourth of July parade last year at Chanute, Kansas, by the Sunflower Electric & Supply Company. It received first prize in the commercial float section of the parade and in conception, execution and results achieved, it certainly deserved it.

It is constructed on a one-ton Ford truck chassis with a farm platform of eighteen feet. A 2 x 4 along each side held the front end by means of a crossed 2 x 4 bolted to the middle dash. At the rear, two 2 x 6's were fastened to the beams of the farm bed; the refrigerator was fastened by means of scrap iron and screws; the driver was concealed in the power plant which was 3 feet wide, 4 feet long, and 2 feet high, constructed of beaver board.

The best part of the whole scheme was furnished by throwing ice cubes into the crowd as the truck passed. These cubes were thrown from a Dodge truck carrying a large snow scene on each side which immedi-

ately preceded the refrigerator float. This truck carried a large packer containing about 1,000 cubes of electrically refrigerated ice. These cubes had been secured by driving to the homes of the Sunflower Company's Kelvinator users, all of whom cheerfully donated the cubes when informed that the ice was to be used in the parade. It is hard to contrive a more effective plan than this to hand out the big idea of electrical refrigeration in the smallest package obtainable.

Pioneer Cleaner Sells Up-to-Date Machines

A twelve-year-old cleaner is selling new cleaners for Fred F. Harber of the Hoffman-Harber Company, Fort Wayne, Ind. This old cleaner was taken on a trade-in deal and found in such good condition that it was decided to keep it for cleaning service around the store. It proved to be the best cleaner advertising he ever used, for whenever the question of quality is raised by a prospective customer, Mr. Harber brings out the old veteran and proceeds to demonstrate. "This machine has been in constant service for twelve years,"



Refrigerator float of the Sunflower Electric and Supply Company, Chanute, Kansas, which was part of the Fourth of July parade and received first prize in the commercial float section

he declares, "and she's a better cleaner right now than a lot of the new machines you see around."

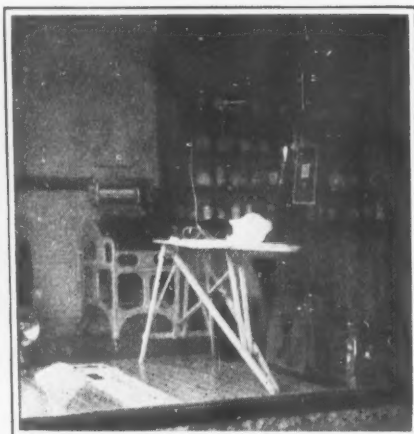
"It's wonderful what a good demonstration I can make with this old cleaner," continued Harber. "She will suck powder right through a rug and do most of the things an ordinary new machine will do. Giving that sort of demonstration with this twelve-year-old veteran is certainly a mighty convincing demonstration of quality."

Conducting a Kitchen-Lighting Campaign Without Salesmen

Several rather unusual features marked the kitchen-lighting campaign recently staged by the Tacoma City Light Department. The first of these was the fact that no salesmen were placed in the field by the city at all. This does not mean that salesmen were not needed to carry on the campaign, but rather that the city turned the entire task of selling lighting fixtures over into the hands of the local dealers. Twelve dealers signified their interest in this co-operation, each of which placed several salesmen at work, so that at one time, there were some forty salesmen in the field selling kitchen lighting.

Newspaper advertising by the city preceded and accompanied the campaign. In addition, direct-by-mail broadsides were sent out to every lighting customer, so timed that they would be received immediately before the salesmen's call.

Interest of the dealers and their salesmen, and understanding of the features of the campaign was assured by a mass meeting held just



In the first three days of the Tacoma kitchen lighting campaign, conducted without the use of salesmen, 420 units were sold.



Doing Business on Easy Street

Bertram Stager, appliance dealer in Nutley, N. J., persuaded the city fathers to change the name of his street to the name of the washer he sells.

before the sale opened at which the entire procedure was explained. The fixture sold to the housewife at from \$7 to \$8, depending upon her selection of accessories, of which \$2.75 went to the dealer for the sale. His arrangement with the salesmen in the field was his own.

The city ordered the lighting units in large quantities and stored them in its warehouses. From here they were withdrawn by the dealers as sold. Time payments were allowed and these the City Light Department took over, the provision being made that all credits must be approved by the city before delivery of the unit.

Each dealer was assigned a district of the city, depending upon the amount of responsibility he wished to undertake and for the given district cards were prepared from the city meter books, giving names and addresses. These he could distribute to his salesmen as desired, so that the work was evenly distributed and the most effective returns assured.

The bogey for the month was set at from 4,000 to 4,500, of which 420 were sold in the first three days. Experience in past campaigns had shown that interest is cumulative; those who have made purchases passing the word along to their friends, so that it was fully anticipated that the quota would be exceeded.

Quick Watson!!—The Ear Trumpet!

It is well said that a sale never is completed until the money is in the cash register. J. H. Whalin, owner of the Personal Service Electric Company of Indianapolis, is committed to this axiom. In case a debtor fails to respond to telephone call and letters, Mr. Whalin sends his collector.

This collector is unusual, even if the idea is not. He is partially deaf. As is usual with folks just partially deaf, he unconsciously talks in a loud tone of voice. If you owed a bill and it had not been paid until long past due, imagine how you would feel when this collector came to the door.

"I am from the Personal Service Electric Company," loudly from the collector. "Won't it be convenient for you to give me a check for this bill of \$15 now?"

"I am sorry, but you will have to be patient for a time yet. Money is tight and I can't spare that amount just now," explains the debtor softly so as not to arouse Mrs. Probe, sitting at her window next door.

"How's that?" inquires the collector, still loudly. "You'll have to talk a little louder. I'm rather deaf," cupping his hand to his ear for better reception.

"I said I did not have the money to spare right now," comes back the somewhat startled debtor in louder tones, shifting eyes to Mrs. Probe, who has begun taking an interest in the conversation.

"You say you'll pay it by the fifteenth?" asks the deaf collector, who has heard but imperfectly.

"No, I said I did not have the money right now," more loudly from the debtor.

By this time Mrs. Probe is taking an attentive interest in the conversation.

"Oh! I thought you said you'd pay it by the fifteenth," imperturbably, though with as much volume as ever. "You know this bill is ninety days past due and we like to get these accounts out of the way as quickly as possible."

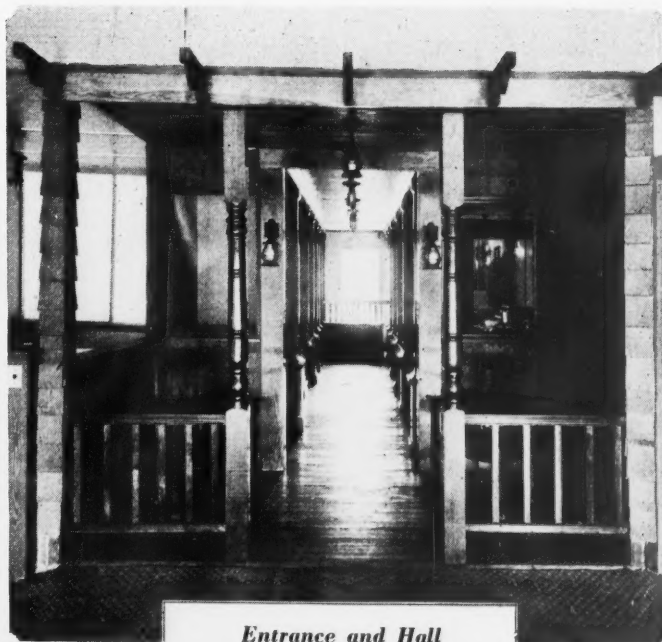
By way of leaving, the collector promises, "Well, I'll drop back about the fifteenth and see how you're fixed."

Mrs. Probe rocks by the window and smiles knowingly.

It is unusual when the second trip is necessary and occasionally he collects on the spot.

Electric Home in Dealer's Store

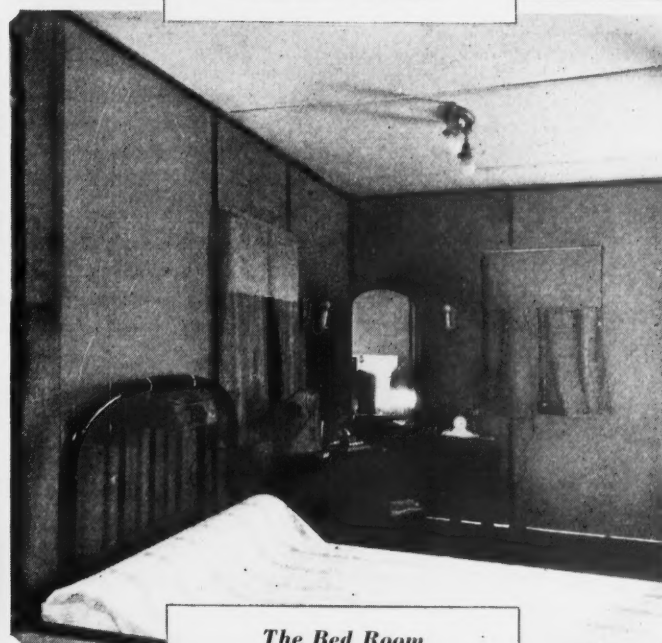
THAT an attractive "home" background sells fixtures and appliances is the experience of Michael M. Dunn, contractor dealer of Oneida, New York. This five-room home adequately wired and fully equipped with electrical appliances occupies the large part of the second floor of this enterprising dealer's two-story business building. The furniture and bathroom fixtures were loaned by other Oneida merchants. All outlets are fitted with elezits permitting a variety of fixtures to be tried out for the prospective purchaser.



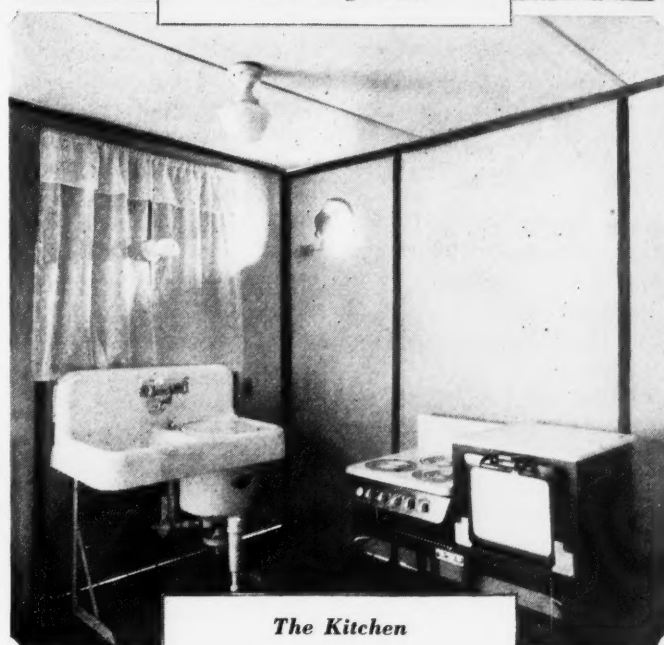
Entrance and Hall



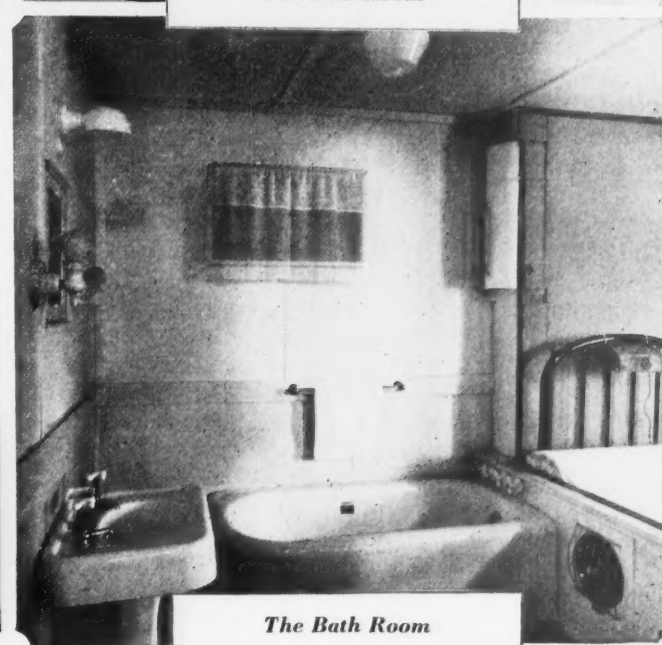
The Living Room



The Bed Room



The Kitchen



The Bath Room

Why not

Put the Boys to Work



*this
summer?*

More than one dealer has turned a slow month into a busy one by mobilizing the boy power of the community.

THE value of the small boy as a house to house solicitor has long been recognized by the magazines. Have you ever answered the door bell to come face to face with a well brushed lad with his cap in his hand who courteously asks you to buy something in which he is interested? You may not buy it—but you do invariably have a kindly feeling toward him and you close the door upon him perhaps a little more gently than you would on his grown counterpart. As for the housewife who has boys of her own—she very often buys.

The electrical industry has in the past made use of this boy power of the community with good success. One firm in the Intermountain district organized the Boy Scouts of the district in a sale of electric irons, the commissions for sales going partly to the individual and partly to the funds of the group. Thorough training was given the boys before they were permitted to do any soliciting and absolute courtesy was insisted upon both by Scout leaders and by the electrical firm. The result was the building of friendships both for the boys and the company which employed them.

Another firm took advantage of an annual boys' week to turn its business over to the boys for that period. Of course the officials who usually handled the work remained in their respective positions, but each had a boy working under him and with him and so far as possible contact with the public was made through these boys. A small salary was paid each boy for the time given during the week.

Boys Are Walking Ads to Stimulate New Sales

Even where boys have taken no part in the actual taking of orders, their interest and co-operation often proves of value. One western power company has provided skull caps bearing slogans for the small boys of its district as a feature of its annual washing machine campaign. Not only does this carry the advertisement into the homes of every boy who obtains a cap, not to mention the citizens whose attention is called to the words by seeing them repeated so frequently across the foreheads of the young, but it also insures the interest and co-operation of the recipients. Boys who bear the slogan watch the events of the

campaign with interest and constitute themselves, in short, speaking as well as walking advertisements for the sale.

Another application of this idea of mobilizing the boys to help solve the problem of the summer months now comes from a Pacific Coast firm in a city of about 5,000, which tried out boy solicitors last year as a summer feature and found the experiment eminently successful from many standpoints.

In brief, the method consisted of putting the boys of the community to work during the vacation period, selling an article sufficiently simple so that they can give an intelligent sales talk, paying a small commission for all sales made and offering a prize for the one showing the best record, to encourage interest.

Announcement of the contest was made two weeks in advance of the time when it was desired to start and at that time no details of the plan were put forward. It was simply stated that a \$120 radio set would be given away to some local school boy who should make the highest score in a contest, the details of which could be obtained by calling at the store.

Some twenty applicants responded. Of these, ten were selected who were to be given a course of instruction, with the idea that those who showed themselves quickest would actually be allowed to go into the field.

Incandescent lamps were chosen

THIS dealer, in a city of 5,000 population, using boys as salesmen, put on a campaign of incandescent lamp bulbs lasting twenty-four days, during which time 1,046 lamps were sold with a total wattage of 80,275 watts. The money taken in was \$490.08.

In addition to this business done by the boys, the sale of lamps over the counter increased to something over 300 per cent of the normal month's business.

The commissions paid the boys averaged $5\frac{1}{2}$ per cent of sales.

to be sold and a simple course in better home lighting was briefly presented to the candidates on three evenings a week of the two weeks available. In addition they were given books on the subject to be studied. Careful thought had been given to the questions which might conceivably be asked of the boys and they were given the necessary information to meet all such inquiries. In addition, something of the principles of selling were included in the course, so that the boys at the end of the two weeks could qualify as efficient boy salesmen.

At the end of the course of instruction, a written examination was given. The four highest in this, who had also shown most initiative and ambition, were permitted actually to enter the field. A stock of lamps of varied wattages was given each boy in a market basket which he could easily carry on his arm. Equal territories, which were reckoned to offer an even opportunity, were assigned them. For the first few calls they were accompanied by a representative of the store who gave them advice and saw to it that they were started right. Throughout the contest, every assistance was given them from the store so that they might make a success of their work.

A small commission was allowed the boys for every lamp sold and each, of course, counted toward his record in the contest. These credits were so figured that the wattage of lamps sold and the increased wattage gained when a larger lamp replaced

a small one both counted in the result.

Advertising announcing the nature of the contest and its reward, of course, accompanied the sale, so that the public expected the boys to call and was sympathetic with the candidate working in their particular neighborhood. Housewives were urged to check up on their lamps and to order an adequate supply when the boys arrived. The convenience of having someone call at your door to serve a need which ordinarily meant another trip down town was emphasized.

One boy was unable to continue after the first week of the contest, but the others remained in the field and showed great interest. Considerable enthusiasm was worked up on the part of the public and the boys alike, as the contest advanced and the contestants were shown to maintain nearly equal records. The contest ran for twenty-four days, during which time 1,046 lamps were sold with a total wattage of 80,275 watts. The money taken in was \$490.08.

Emphasis was placed throughout the campaign on the 75, 100, and 150-watt lamps, especially for kitchen use. The records of sales made by the boys show that they had sold 158 75-watt lamps, replacing 50-watt lamps; 124 100-watt lamps replacing 50-watt lamps; 47 150-watt lamps replacing 50-watt lamps; and 30 200-watt lamps, replacing 50 watts.

Commissions were allowed of 2c. for every lamp sold from 10 to 50 watts, 3c. for 50 to 60-watt lamps, 5c. for 60 to 75, 7c. for from 75 to 100, 8c. for from 100 to 150.

These commissions, it was estimated, amounted to $5\frac{1}{2}$ per cent of sales, and another $5\frac{1}{2}$ per cent was expended for advertising.

A Convenience Outlet as a Premium

An unusual and very effective method of making the portable lamp campaign successful was recently adopted by the Utah Power & Light Company at Salt Lake City. During this sale, which covered a period of about three weeks, beginning February 10, the power company agreed to install, absolutely without cost to the purchaser of any lamp in the collection offered, a duplex floor outlet.

Approximately three hundred lamps were sold during the above period, and the free convenience outlet idea was undoubtedly responsible for a large percentage of such sales.

Bids covering the installation of these outlets were received from a number of local contractor-dealers, and a flat rate of \$5.75 per outlet was obtained from the successful bidder. The large volume of sales largely compensated the power company for this additional cost of outlet installation.

GORGEOUS LAMPS

AT UNHEARD OF PRICES



CHOICE models displayed at the Chicago Lamp Show in January were hand-picked by our buyers on the spot and rushed from the studios for the greatest lamp offer ever made in the history of this company. The Chicago Show is the world's greatest exhibition of new creations in lamps. Our selections include among others the latest designs originated by Rinsberger, Lee-Marion (Lemar), Haven and L. D. Block.

Only 300 lamps are included in the shipments—which have just arrived. This great February lamp sale will put into 300 Salt Lake City homes lamps of beauty and quality at prices lower than we have ever been able to offer before and on terms which make it possible for everyone who has desired to have a beautiful lamp to buy now!

GROUP I—(In travel, expected Monday) includes several models of good quality or workmanship and attractive design, with shades of georgette and hand-painted over linen. Most reasonably priced at.....

GROUP II—Offers beautiful silk georgette shades. Shades are of wrought iron displaying fine craftsmanship and beauty. These are unusual values at.....

GROUP III—Comprises lamps of various styles and shades, with exception of prices far above those quoted at this sale. Choice of wood bases or wrought iron. Shades are hand-painted or silk georgette. Exceptional values at.....

GROUP IV—Affords a selection of lamps including a harmonious blending of design, color and materials, meeting the most exacting taste in home adornment. The creation of master artists. Priced from.....

\$13.45

\$19.55

\$24.60

\$29.25

AND UP

FREE

During this sale we will install absolutely without cost to the purchaser of any lamp in this collection a **DOUBLE** floor outlet or plug to which you may attach your lamp or any other electric appliances. If you have deferred purchasing portable lamps for years or the expense connected with the installation of outlets, this offer makes purchase now unusually attractive.

Never before have we been able to make the purchase of beautiful lamps so easy. Lamps with the finest hand-painted silk georgette or glass (hand-painted over linen) and with bases of unusual beauty—your choice for.....

The balance is convenient monthly payments.



UTAH POWER & LIGHT CO.

EFFICIENT PUBLIC SERVICE

A sample of newspaper advertisements offering a convenience outlet free to the purchaser of a floor lamp. Approximately 300 were sold in three weeks.

Selling More and Better Wiring *for the Home*

EXPERIENCE with the Red Seal plan in each locality has brought out new methods for efficient operation and for making the most in returns to the industry of the Red Seal plan. California has now entered the movement as a state and with its usual enterprise, has organized the field in such a way as to utilize the services of the entire electrical industry and to promise a return to each. An idea of the effectiveness of the organization and the enthusiasm behind the movement is shown by the fact that although the campaign has only been in effect for a relatively short time, more than 141 Red Seal homes are already under way or completed.

The Red Seal plan in California is in the hands of the California Electrical Bureau, of which C. T. Hutchinson is chairman. Working with the advisory committee of this organization as supervising head, will be committees in twenty-five districts throughout the state, who will take practical charge of the application of the plan in the particular district, reporting back to the central office the record of all homes accepted.

The lines of these districts for the most part follow those fixed by the power company serving that section

and wherever possible the district manager of the central station is chairman of the district committee. Working with him are committees made up of electragists and electric dealers or electragist-dealers. This means that the Red Seal plan is receiving 100 per cent backing from the entire industry in every branch in the state. It also means the firmer cementing of cordial relations between contractors and power company and the building up of a united industry, working toward a common end.

Wherever an electric club or league is functioning, its membership has been tied in definitely with the work, committees from its organization working with the district chairman in the building up of local enthusiasm.

Contact with local committees is maintained:

1. Through the representatives of the Bureau and of the California Electragists' Association who will actively cover the southern, central and

northern California power districts.

2. Through the dissemination of direct-mail circular matter from the San Francisco headquarters of the Bureau.

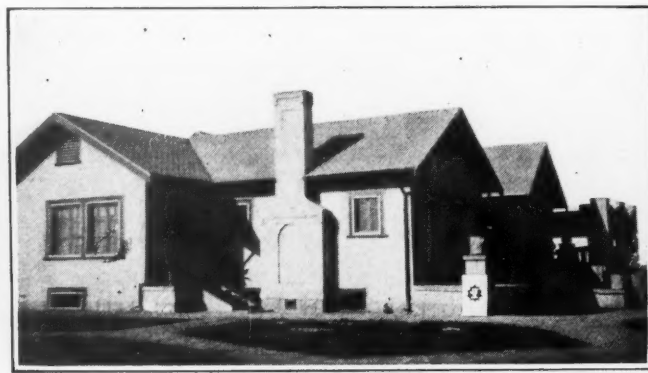
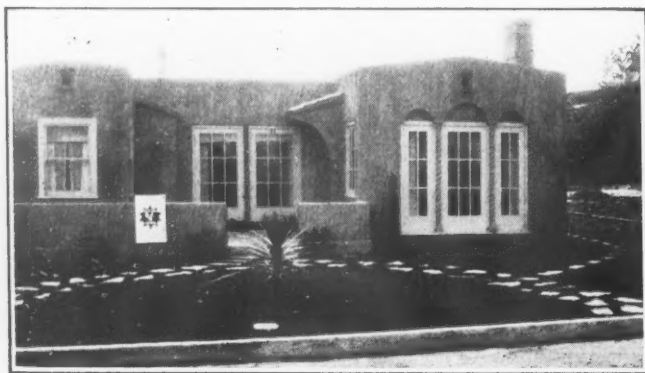
3. Through the informal co-operation of the jobbers' salesmen who cover these districts.

4. Through a system of monthly reports of progress sent in to the San Francisco headquarters of the Bureau by each committee chairman.

5. Through the informal co-operation of the central station appliance salesmen reporting to their salesmanagers who are instructed to keep the Bureau fully informed as to the progress being made at all times.

Record Kept of Appliances

The reports which are made monthly through the committee chairman are detailed and cover not only the number of homes proposed, those under way and those completed, but also a record as to appliances already installed in the home, including lights and fixtures.



All Branches of the Industry Are Working to Promote the Red Seal Plan in California

With the thought of adding the final service to the industry, the record of all Red Seal homes, together with the appliances now possessed by the owner is thus made of permanent record, so that the follow-up by the industry may be intelligently directed. Detailed reports are submitted to the Board by the executive secretary at each Board meeting and copies are sent to each subscriber to the Bureau funds. It is obvious that these reports furnish a master prospect list of great value.

Since the personnel of the Advisory Board of the California Bureau is constituted of selected representatives of the central stations, manufacturers, jobbers and contractors, contact with all branches of the industry is assured. In addition, to secure complete co-operation, an invitation has been extended to all commercial committee chairmen of the Pacific Coast Electrical Association to attend all meetings of the Board, so that the studies and researches which they are undertaking may be utilized and applied where feasible to the betterment of the industry.

Want Merchants Represented

An invitation has also been extended to all general merchants who are engaged in the sale of appliances to send representatives to these gatherings, so that such helps as the Bureau may give them may be applied to their benefit and that of the industry. All central station sales and commercial managers are asked to keep the Bureau informed at all times as to their sales drives. Similar reports are made by jobbers and manufacturers wherever possible so that the Bureau may be in a position to fit its plans to meet the needs of all.

In the San Francisco and Los An-

CALIFORNIA has a complete system for applying the Red Seal idea. The California Electrical Bureau, working through an advisory committee in co-operation with twenty-five district committees started with such a bang that within the first week, fifty Red Seal homes were under way!

geles districts, Bureau field men have been assigned to the selling of the Red Seal idea, special attention being given to builders and contractors who construct houses on a wholesale scale. Booklets giving home plans and suggestions to prospective home owners are issued by such firms and an attempt is being made to have the Red Seal idea incorporated in these pamphlets.

Set High Standard

A very high standard has been set for the California Red Seal Home. Much educational work in the encouragement of adequate wiring has already been done in this state and it is felt that the ground is prepared for this further step in advance.

Special forms and records have been worked out by the California organization for checking up on each step of the procedure. The best method of explaining the working plan, as set forth in the working manual prepared by the California Electrical Bureau, is to cite an imaginary Red Seal job, carrying it through all its stages.

Contractor Jones, let us say, is called upon to bid on an electrical installation. He will check his plans to see whether they conform to Red Seal standards. If they do, he will

fill out an application, for which a special form is provided, listing the details of the job and will mail this to his district chairman. If, on the other hand, the plans do not conform to Red Seal standards, he will make an estimate to show the cost of bringing them up to standard and suggest to the owner that it will be to his interest to make such changes.

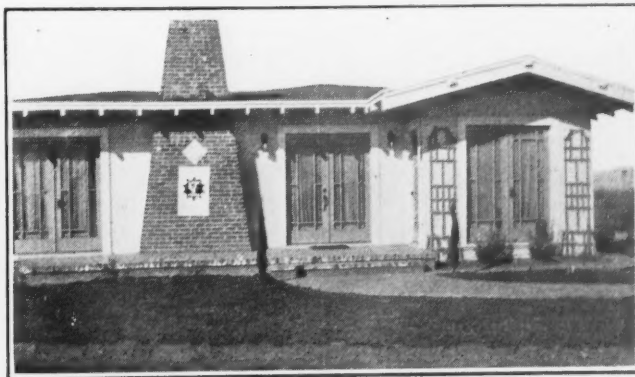
His sales effort will be supplemented by the chairman of the local committee or anyone whom the chairman may delegate. Upon receiving the contract to do the work the Red Seal way, he fills out his application and mails it.

Strict Check-up System

The district chairman checks the application and upon finding it satisfactory, mails a job card permit and order. This is in the form of a letter calling the contractor's attention to some of the more intangible requirements for the Red Seal home and instructing him to call at the office of his local power company for the job card. It has been arranged that the letter must be given up at the time the card is received. When any local power company office orders an additional supply of job cards from their district chairman, they must turn over these letters to him in a number equal to their previous supply. This check is also carried through in ordering cards from the California Electrical Bureau for the entire district, so that the head office has a guarantee that no cards have been given out without warrant.

When the contractor receives the job card, he also receives another copy of the application form for use on his next job and also a post card application for rough-in inspection which he mails as soon as his job is ready.

The inspector calls promptly (he is usually a power company employee)



Total Appliances in Every Red Seal Home Are Recorded at Bureau Headquarters

and if the job is according to specifications, he notifies the contractor to finish the job without change. If however, he finds that the home in any way falls below Red Seal requirements, he points out the changes to be made which must be complied with before the permanent Red Seal is awarded. A special double post-card form is used for the inspector's report, one half of which is a return card which is in the form of the contractor's application for final inspection.

With the completion of the final inspection, the Red Seal is affixed to the panel box. The inspector at this time makes out an appliance report, listing range, water heater, air heaters, refrigerator and other appliances installed in the home which is forwarded first to the district chairman for record and then, together with the original copy of the application form, to the California Electrical Bureau.

Owner Obtains Certificate

The transaction is completed by a letter written the owner of the home by the California Electrical Bureau upon receipt of this information, enclosing a copy of the owner's certificate and impressing upon him the value of this document as an official record of the electrical industry's approval of his electrical work. He is also sent a copy of the Handbook of Electrical Appliance Information which is prepared and published by the Bureau.

The Bureau has recognized that it was vitally necessary to provide means of getting the story of the utility of the Red Seal plan before the home-owner. Since the funds of the Bureau available for Red Seal work are not sufficient to provide for a statewide advertising campaign, ways and means have been devised for taking advantage of existing

sources from which publicity could be derived.

The house organs of the various power companies contact at regular intervals with about 500,000 domestic electric consumers. The permission of the companies is being sought by which a certain amount of space in each issue will be allocated to Red Seal use. Since the effect of the Red Seal as a load builder is obvious, it is believed that permission will be forthcoming in due course.

Bureau Men Are Preparing Newspaper Advertising

In addition to this, a committee of the Bureau in charge of advertising is engaged in the preparation of a series of advertisements suitable for newspaper use for the benefit of contractors, electric dealers and other members of the industry by which they may tie the Red Seal plan in with their own publicity, and thus extend the message further. For direct mail use, envelope stuffers are under consideration for electric dealers and others interested, while suitable material for window display is also receiving attention.

Each district organization will have a man directly responsible for publicity work in his district. He will keep in constant touch with the director of publicity, in order that there may be a proper co-ordination of effort.

Miniature Newspaper Issued

For stimulating the interest of the district organizations and keeping up the pressure, a miniature newspaper will be circulated at regular intervals. This will "high-spot" the Red Seal news from each district in a newsy, chatty way, and carry with it a message of cheer and the spirit of emulation to everybody connected with the movement. The appeal will

be made largely to the sporting instinct, to carry with it the idea of a contest, to make a game of the work, in which every district will be striving for all of the honors that will accrue to those who achieve the best performance.

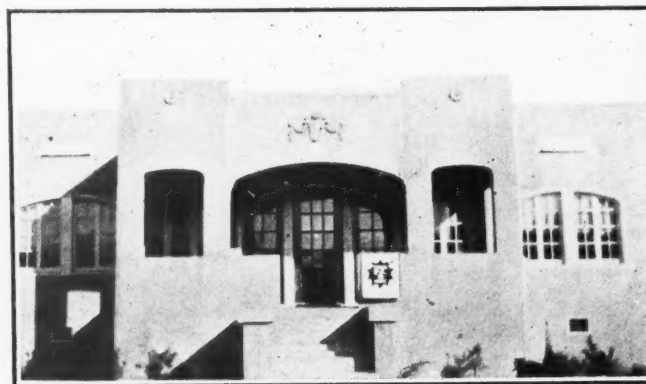
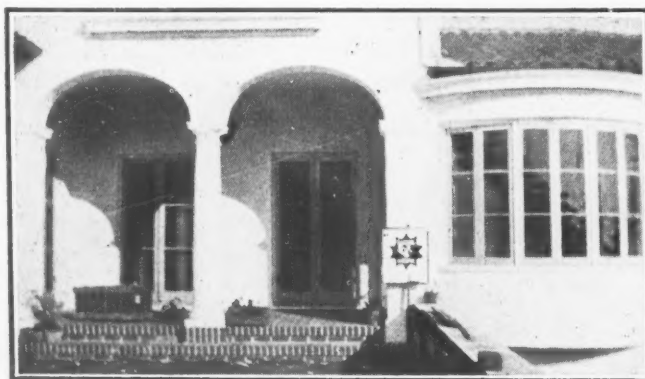
High officials of the power companies have addressed personal letters to their men who have undertaken the work, so that they may not only feel that their superiors are interested in the movement, but that they will watch the progress made in each district in no perfunctory manner.

Benefits Everybody Who Is Concerned

It should be pointed out that the California plan offers a well-rounded structure, by which the contractor benefits through the increase over the average gross business because of the adoption of higher standards of adequacy in house wiring; the dealer who sells supplies increases his sales accordingly; the manufacturer of supplies and household appliances not merely obtains a contributory benefit, but has the added advantage of having placed at his disposal a master list of live prospects of everything from a curling iron to a range, while the power company profits through the increased load put upon its lines.

And best of all is the consumer, who through the application of electricity, has a never-failing, tireless, electrical servant as a substitute for the household drudgery that took most of the joy out of the home life of a few years ago.

The Bureau has set for itself a bogey of 2,000 homes for the calendar year of 1926. Within the first week after the material was placed in the hands of the district organizations nearly fifty Red Seal homes were under way—not a bad start.



Distinctively Californian, These Completely Wired Homes Help Spread the Red Seal Idea

Money for the Electrical Contractor in

Wiring of Beauty Shops

An opportunity for profitable installations with little competition for the contractor who will study the requirements

IN ALL the larger cities a profitable installation and repair business can be built up in the beauty parlor field, by the electrical contractor who will take the trouble to familiarize himself with the special requirements of these establishments. To make a study of this work is essential as one's reputation in this field is his most valuable sales asset, and one should be very careful never to make any installation which would mar his standing. Such is the advice of Michael Borna, an electrical contractor in New York City, who is a specialist in beauty parlor installations.

To become a specialist, one should study not only the wiring but the complete beauty parlor layout by getting in touch with various beauty parlors and noting the advantages and disadvantages under which they are operating. To be first class on repairs, the contractor should get in touch with the factories manufacturing the apparatus and learn the operation and construction of the various machines.

The beauty parlor operators have an organization reaching from coast to coast and when an operator goes from one town to another to open a shop, it is an easy matter to look up a reliable electrical contractor who knows how to make a beauty-parlor installation. It is for this reason that the electrical contractor who has a reputation of knowing his business, often gets a request for a beauty parlor layout before the owner reaches the city.

The Price Question

The question of price is very seldom raised as the beauty specialist knows from past experience that a cut price means a cut in quality of workmanship and a cut in the number of circuits. A slip of the electric current means dissatisfied customers and opens the hazard of

spoiling "my ladies' beauty," which often results in costly lawsuits. For instance, if a fuse blows on a circuit supplying a permanent wave machine, all of the coils must be immediately removed. Not only is this in itself, a job that is almost impossible but it means that the most tedious part of the work has to be done over. For this reason the contractor should always allow an ample number of circuits to take care of all the apparatus.

If the electrical contractor shows knowledge in beauty parlor layout he will very often be given complete charge of the planning. In such instances the contractor lays out the wiring to the best electrical advantage and the rest of the shop is built to suit.

The diagram of a typical beauty parlor installation in New York City which was recently completed by Mr. Borna is given here. This parlor consists of ten booths and is fully equipped. In each booth is installed a ceiling light controlled by a switch,

a convenience outlet and a special purpose outlet.

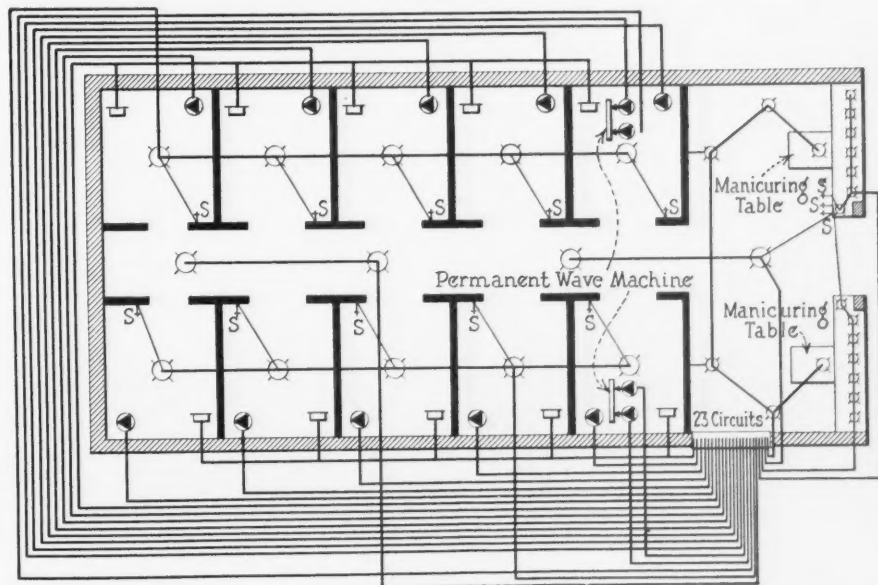
The light outlet is placed in the ceiling because it has been found that the bracket outlets, often used, are not satisfactory when trimming hair.

The special purpose outlets are each wired on a separate circuit and all of the larger appliances such as hair dryers, which draw about ten amperes, are equipped with special plugs which will fit no other outlet. This will avoid overloading of circuits.

Wave Machines in Front

The permanent wave machines are installed in the first two booths. Mr. Borna usually tries to arrange these machines as near the front of the store as possible for by doing so, they are silent salesmen for the shop's permanent wave business.

It is along these lines that Mr. Borna has built up a real beauty parlor business. His yearly volume of beauty parlor electrical work runs close to \$20,000. The main requirements are to learn the electrical requirements of the business and then take an interest in the future successful operation of the installation made.



A typical beauty parlor installation in New York City. A separate circuit is allowed for each special purpose outlet in the booths. Every precaution is taken to avoid overloading the circuits.

Association makes recommendations on

Conducting a Successful Merchandising Department

CO-OPERATION with the local dealers and the adoption of a sales plan covering the entire year is urged upon all power companies in the Pacific Coast territory who engage in the merchandising of small appliances, by the Merchandising Committee of the Pacific Coast Electrical Association.

The Committee in its annual report presented

before the convention at Los Angeles, June 8-11, adopted no recommendations as to whether or not power companies shall engage in merchandising, believing that this is a matter which must be decided according to local conditions, but it has outlined the sales methods which are thought advisable for all central stations who do enter this field. The recommendations follow:

1. Purchase all supplies from local jobbers who carry stocks in quantities sufficient to secure the best prices, this in preference to trying to obtain lower figures from manufacturers and being compelled to carry extra stocks which require investment with possible loss through becoming obsolete and shopworn.
2. Decide upon a definite program for the year during which the sale of one certain appliance will be particularly pushed each month.
3. Arrange with all dealers in the territory to prominently display this appliance in their windows and show cases with price cards thereon for the first week of the month in which the appliance is to be sold.
4. Arrange with all dealers to carry a stock of the appliance and to purchase same in small quantities from the power company for cash before delivery at the power company's cost.
5. Secure and carefully train sales force with the idea of public relations as well as sales in mind. Sales force should be paid regular salary and small bonus on all sales over a stipulated amount.
6. Advertise widely in local newspapers that the articles may be secured from the power company or your dealer for a definite stipulated price for the particular month in which the advertising appears.
7. Mail broadsides describing appliance, its use and care, so as to arrive a few days ahead of your salesman, notifying customer that he will call and show appliance. This requires one special employee continuously.
8. All appliances should have a cash and time sales price, if sold on time. Payments should be made collectible with the regular electric bill. (Dealers may not like this at first but as long as customer is willing to pay more for time purchases which the dealer cannot economically carry, he will have no objection once he understands it.)
9. Provide one or more light auto trucks to accompany sales crew on which a stock of appliances can be carried for immediate delivery, principally of the appliance whose sale is being pushed that month, but some others as well, as sales of other appliances can frequently be made and delivered at once, saving time and extra cost of later delivery.
10. Each crew and truck reports every night, turning in all orders and cash collections and receiving order on storekeeper for new supply of merchandise to replace that sold and delivered. Crew leader is responsible for any losses through shortage of stock on trucks.
11. Complete but simple accounting system must be laid out for crews to enable them to account for all orders and deliveries promptly and must include the necessary orders on storekeeper and charge slips for billing. These can be merely extra duplicates of sales tags.
12. To prevent power company from acting as general jobbers, no merchandise is to be sold to dealers except the one appliance which is being pushed for the month and that only for cash with the orders; this prevents dealer from laying in an oversupply to carry him for the balance of the year during which time he must purchase from his regular jobber at regular prices.
13. As far as possible preference should be given to manufacturers who put up their goods in individual cartons. This keeps surplus stock from deteriorating, which is a serious matter in any company.
14. Personnel required:
Manager appliance sales to generally supervise,
Clerk to mail broadsides, answer phone calls, keep track of sales, etc.,
Crew leaders to be paid salary and bonus,
One or two more sales clerks for office sales.
15. Hold meetings of all employees before plan is put in effect and ask their co-operation in giving it publicity and assistance in carrying it out.

New Electrical Merchandise



Automatic Iron

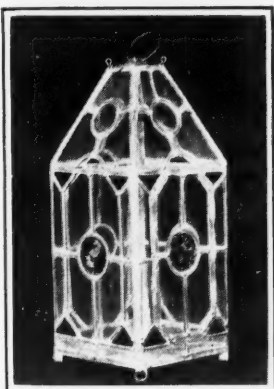
Electrical Merchandising, July, 1926

That it maintains a constant ironing temperature, neither cooling nor overheating, is claimed for the new "Liberty" automatic iron by its manufacturer, the Liberty Gauge & Instrument Company, Cleveland, Ohio. Other features of the iron are its cool handle, the convenient heel rest and tapered point. The thermostat, element and terminal prongs are all assembled as an integral unit. The thermostat fits into recess in sole plate and is governed only by the sole plate temperature, the manufacturer explains. Ebony finished wood handle attached by steel rod through the center. Intended retail price, \$7.35.

Desk Lamp with Daylight Glass

Electrical Merchandising, July, 1926

For eye comfort the new "Aristocrat" desk lamp of the Sun-Ray Lighting Products, Inc., 119 Lafayette Street, New York City, is equipped with a daylight glass. This daylight glass, it is explained, screens the red and yellow rays, furnishing a pleasant, easy work light that is comfortable to the eye. The lamp may be had in "Aristocrat" blue or bronze finish. Either 75-watt or 60-watt lamp may be used. Intended retail price, complete with daylight glass, \$9.50. Without daylight feature, \$8.



Imported Decorative Lantern

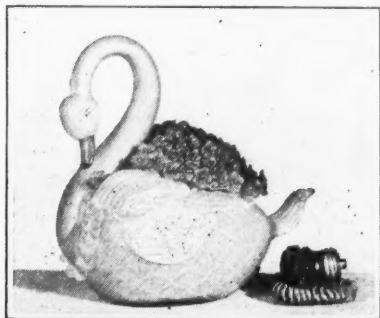
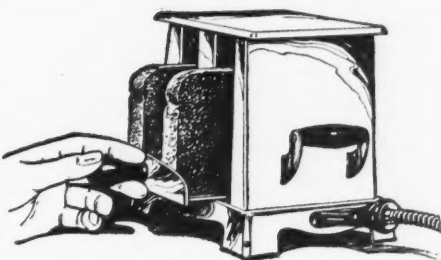
Electrical Merchandising, July, 1926

Of hand wrought metal is the lantern illustrated, imported by the United Arts & Crafts, Inc., 47 West 47th Street, New York City. This lantern is but one of several lovely lanterns offered by the company all being reproductions of old originals. It has colored and engraved glass inserts. As can be seen from the picture, the glass is heavily leaded. Intended retail price of No. 146-19 lantern, 16 in., \$32.

Double-Action Toaster

Electrical Merchandising, July, 1926

Both sides of the bread are toasted at once in the new No. 100 "Double Action" toaster of the "Double Action" Electric Company, Grand Rapids, Mich. The toaster is of the oven type. Two slices of bread are placed on a slide which is pushed into the toaster, and both sides of the bread are toasted at once. Intended retail price, \$9.50 east of the Rockies; \$10.50, west.



Electric Swan

Electrical Merchandising, July, 1926

For the console table or decorative centerpiece the Reed Sales Company, 225 Fifth Avenue, New York City, has an electric swan of colored glass with glass-flowered forget-me-nots. The electric bulb is concealed in the swan and when lighted brings out the soft tones of the glass. The swan may be had in colors of green, yellow, pink or rose. Intended retail price, \$7.50.

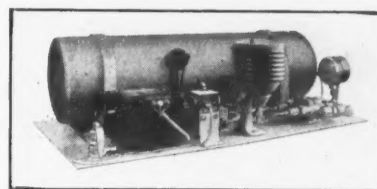


Floor Scrubbing and Polishing Machine

Electrical Merchandising, July, 1926

All the usual labor attendant upon scrubbing, waxing and polishing floors is eliminated by the electric floor polishing machine, one of which is here illustrated. This is the new "Finnell" household type machine, made by the Finnell System, Inc., Hannibal, Mo.

Merely changing the brush of the machine converts it into a scrubbing or polishing unit. Intended retail price of the machine is \$115, f.o.b. Hannibal.



Absorption-Type Refrigerating Unit

Electrical Merchandising, July, 1926

The "Ice-O-Lator," the refrigerating unit marketed by the National Refrigerating Company, New Haven, Conn., is described by its manufacturer as simply a system of large and small pipes in which a charge of refrigerant is hermetically sealed. Heat is applied at one end of the system and refrigeration takes place at the other. The unit is made for use with electricity or gas. The generator unit, illustrated, may be placed anywhere near the refrigerator or in the basement. It is very compact and may even be placed on top of the refrigerator or slipped underneath it. Actual installations are completely enclosed.

This unit is designed for installation in any refrigerator with interior contents of not over 8 cu.ft. Its retail price is \$190, f.o.b. New Haven. A self-contained apartment-size refrigerator, complete with cabinet, is also sold by the company. It is \$245, f.o.b. New Haven.

Curling Iron

Electrical Merchandising, July, 1926

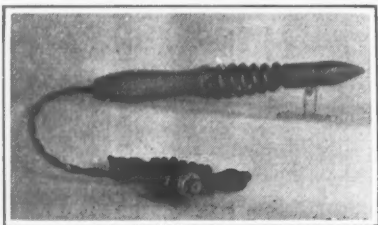
Either pink or blue handle may be had in the new "Homelectrics" curling iron of Manning, Bowman & Company, Meriden, Conn. The intended retail price of the curling iron is \$1.60.

To Help You Select Your Electrical Merchandise—

Electrically Lighted Aquarium

Electrical Merchandising, July, 1926

Heretofore dark corners in the living room or hall can be decoratively and uniquely lighted by the illuminated aquarium designed by the Majestic Lamp Works, 237 Lafayette Street, New York City. Light is furnished by a lamp in the base. Both base and top of the aquarium are of virgin metal finished in antique gold polychrome. The height of the aquarium is 20 in. Castle and sea shells in the globe are furnished as part of the equipment. Wired complete with silk cord and two-piece plug. Intended retail price, about \$15.



Soldering Iron

Electrical Merchandising, July, 1926

A wide range of sizes is available in the new line of soldering irons brought out by the General Electric Company, for the irons may be had for light and intermittent service as well as in heavy-duty types. Easily renewable copper tips are used, threaded on over cartridge type heating units of improved design.

The tendency of the handle of the electric soldering iron to become uncomfortably hot has been eliminated with these new irons by using a rigid spiral connection between the handle and tip. This arrangement, the company explains, not only provides cool comfort for the hand but also gives balance, preventing wrist fatigue. Jointed porcelain insulators cover the lead wires. The handle is of maple, designed to fit the hand.



Candelabra

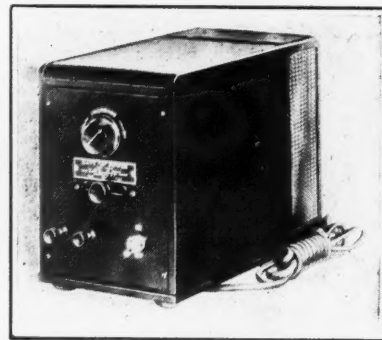
Electrical Merchandising, July, 1926

One of the numbers in the "Forge Craft" line of the Edwin F. Guth Company, St. Louis, Mo., is the candelabra pictured which is Early Italian in design and is designated as S-40064. It is 22½ in. high and is finished in natural iron with polychrome.

A Battery Eliminator Using Tubes

Electrical Merchandising, July, 1926

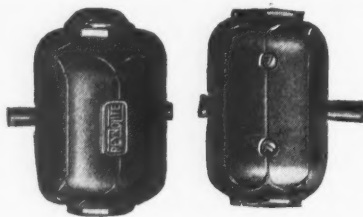
The Davy Electrical Corporation, 505 Court Street, Brooklyn, N. Y., offers the illustrated A battery eliminator, which operates with two Rectigon tubes. Both halves of the a.c. cycle are rectified and it is said that the unit has the new filter circuit incorporated in it. A regulator allows a variation of voltage from zero to 6 volts. It is said that receivers with from 4 to 6 tubes, using the 201-A type, may be successfully operated from this unit. It is rugged in construction and is claimed to contain no condensers, liquids or moving parts. Overall dimensions are approximately 12-in. x 6-in. x 8-in.



Pendant Switch

Electrical Merchandising, July, 1926

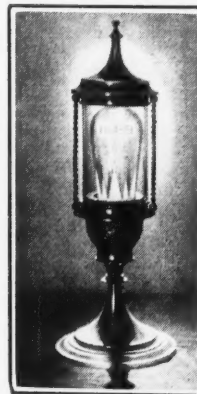
Readily convertible into a feed-through appliance cord switch is the new No. 175 pendant switch recently introduced by the Reynolds Spring Company, Jackson, Mich. The change is made by simply removing a small button at one end. The switch mechanism, it is claimed, has an unusually smooth action and is of sturdy construction. This new "Reynolite" device has the same features of construction that characterize the "Reynolite" line.



Luminous Cross Lamp

Electrical Merchandising, July, 1926

For use in churches, chapels and in the home the Prismar Import Corporation, 193 Greenwich St., New York City, has introduced a "Luminous Cross" which consists of an electric light bulb in which the element forms a cross. This cross glows when the current is on. It operates on either a.c. or d.c. circuits. The lamp illustrated is 18 in. high and is made of metal finished in highly polished nickel or burnished gold. The cylinder may be had in imported blue or ruby glass. Intended price of the cross bulb only is \$3.75; the fixture is \$18.



Connector Plug

Electrical Merchandising, July, 1926

The Reynolds Spring Company, Jackson, Michigan, has brought out an improved connector plug for electrical appliances. Of graceful design, it is convenient to handle and is equipped with a new positive action lever switch. The material is attractive in color and finish, will not tarnish or corrode, and is practically unbreakable.



Trickle Charger

Electrical Merchandising, July, 1926

A charger that supplies current into a radio battery just fast enough to compensate for the energy drawn off and supplies that current while the radio set is in operation, has been developed by the General Electric Company, Schenectady, N. Y. It is of the type known as the trickle charger and it is called the G-E Tungal Trickle Charger, supplementing the present line of Tungal battery chargers.

The new charger can be used 24 hours a day the company explains as it does not disturb reception except on very sensitive sets. If the owner prefers to disconnect the charger during reception it is merely necessary to pull out the plug which connects the device with the house lighting circuit. It has four taps, which provide three different low rates and a ¼-ampere boosting rate. Thus making it possible to obtain the exact rate required for any particular set. The charger draws only 14 watts on the low tap, and even with the boosting rate is but 27 watts.

Improved Electric Portable Furnace

Electrical Merchandising, July, 1926

Several improvements are announced by Utica Products, Inc., Utica, N. Y., in its "Utica" electric portable furnace. These improvements are made in the general construction, both for appearance and for efficiency. The "Utica" employs the principle of circulating hot air just as in any large furnace in the home. For direct heat a tilted feature has been added, which, until the heat is properly circulated, focuses the heat to one spot for immediate results. The new model now has three intakes for cold air which is drawn in through the sides, passes over the heating element and is discharged through the top in volumes of hot air. It draws 660-watts. Many of the old features have been retained, chief among them being the safety element. The sides and base of the "Utica" are always cool, an important feature when small children are playing around the floor. Intended retail price, \$10.

Electrical Merchandising, July, 1926

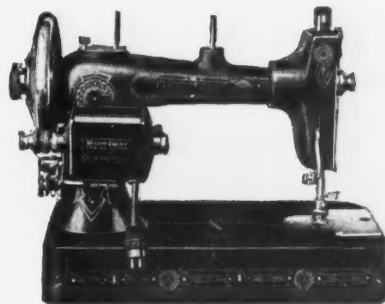
Latest Developments Gathered by the Editors



Hot Plate

Electrical Merchandising, July, 1926

Although produced primarily for the export trade, the new Westinghouse hot plate, the manufacturer declares, will have a wide sale in this country. It is 5½ in. in diameter and uses an open coil unit, arranged for single heat and rated at 550 watts. The rim and legs are finished in polished nickel, while the frame is white nickel. An 8-ft. cord is supplied with the appliance. Intended retail price, \$4. The company also announces that its table stove has been redesigned and equipped with separable cord and plug. The legs are of the straight type used in the waffle iron and the same tray will also be used. The retail price of the stove is now \$9.



Sewing Machine

Electrical Merchandising, July, 1926

Two new models of electric sewing machine have been brought out by the Graybar Electric Company, Inc., 100 East 42nd Street, New York City. Both the new machines have metal base and flexible rubberized cover. No. 11, aside from the features mentioned, is identical with the No. 1 "Vibrator" machine. It has vibrating shuttle and is equipped with tension release and automatic bobbin winder. Its intended retail price east of the Rockies is \$45; west of the Rockies \$47.50.

No. 12, the other new model, is the standard "Rotary" model, equipped with metal base and flexible rubberized cover. It has rotating bobbin and automatic tension and, the manufacturer points out, is free from vibration. Intended retail price, \$55 east of the Rockies; \$57.50 west of the Rockies.

A full set of attachments comes with each machine. Both models have foot control.

Console Range

Electrical Merchandising, July, 1926

To meet the demand for an inexpensive cabinet range with large oven capacity, the Westinghouse Electric & Manufacturing Company, Mansfield, Ohio, is offering a new non-automatic range, known as the console model. In all important points of design and construction it is similar to the company's junior cabinet range. By lowering the oven and removing the warming shelf, the new range is made lower in height than any other Westinghouse cabinet range.

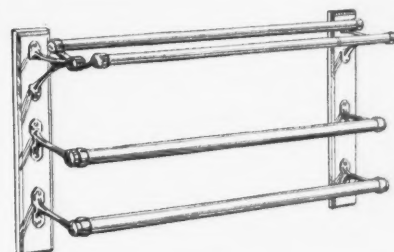
The new model has two oven units, of 1,500-watt capacity each, and three surface units, one 6-in., 1,000 watts; one 8-in., 1,000 watts; and one 8-in., 1,500 watts, making a total connected load of 6,500 watts. The dimensions of the range are 37 in. wide, 26½ in. deep and 38 in. high while the oven is 14 in. wide, 14 in. high and 17½ in. deep. The intended retail price is \$99.50.



Reflector Heater

Electrical Merchandising, July, 1926

The Graybar Electric Company has just introduced a new reflector heater known as the No. 5. It is essentially of the same design as its No. 75 reflector heater—the outstanding differences are the size (19 in. reflector height 14½ in.) and finish of base. The No. 5 being smaller represents less material and sells therefore at a lower price. It has a solid copper reflector highly polished and lacquered to prevent corrosion. Weighs 5 pounds. A "cool" handle makes the heater convenient to carry and a hole in the base enables it to be hung on the wall. The base has a bronze satin finish. Intended retail price \$4.75.



Electric Towel Rack

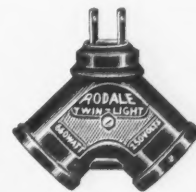
Electrical Merchandising, July, 1926

Towels, when hung on the "Lightfoot" electric towel rack of Young, Osmond & Young, Ltd., Stafford House, Norfolk Street, London, W. C. 2, England, are warmed and aired, adding to personal comfort. On chilly mornings, when the house temperature is low, welcome warmth may be had from racks installed in bedroom or bathroom. In addition to the type illustrated, the towel rails can be supplied in single rail and pedestal type. Except in the pedestal type, two standard sizes may be had—2 ft. and 3 ft. sizes.

Boudoir Lamp

Electrical Merchandising, July, 1926

Opal glass forms the base of the "Tally Tone" boudoir lamp pictured, offered by Fourman Bros. & Company, Inc., 69 West 23d Street, New York City. The body of the lamp comes in four different colors—rose, blue, green and orchid with 8-in. georgette shade in harmonizing color. The height of the lamp overall is 14 in. It comes complete with standard wiring, two-piece plug, 7-ft. cord and one-light push socket. Intended retail price, complete, about \$5.

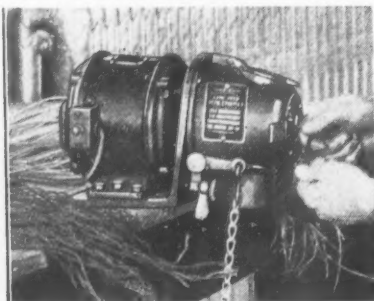


Two-Light Socket

Electrical Merchandising, July, 1926

The Rodale Manufacturing Company, 492 Broome Street, New York, N. Y., announces that it is in production on two types of two-way sockets. These are made of "Thermoplas" composition material and the construction, it is pointed out, is very rugged.

New Devices of Interest to the Contractor



Wire Stripper

Electrical Merchandising, July, 1926

For removing insulation from the ends of insulated wire—stranded or solid wire, rubber, asbestos, enamel or other insulation, plain or braided, single or multi-conductor cable—the France Wire Stripper Company, 255 Erie Building, Cleveland, Ohio, has brought out its "France" wire stripper. The device is motor-driven and a production of 2,000 ends stripped per hr. has been reached on ordinary small wires, the manufacturer declares. One quick operation strips and twists the ends of stranded wires, thus preventing loose strands and preparing the wire for perfect connection. The motor has a.c., 110-volt, 60-cycle rating, although motors of other types may be had. Intended price, \$99.



Device for Cutting Outlet Holes

Electrical Merchandising, July, 1926

For cutting outlet holes in plaster and wood the Quadrangle Corporation, 114 Malden Lane, New York City, is marketing a new tool called the "Quadrangle." This tool can be used with an electric drill or with a hand brace. When the electric drill is used, a clean-cut hole is cut in less than a minute, the manufacturer explains. With a hand brace it takes about three minutes.

In using the tool, it is merely fastened to the wall where the hole is wanted, by the use of two screws. An electric drill or hand brace is attached and the cutting started. The cutting is done by four specially made Disston saws.

Bell-Ringing Transformer

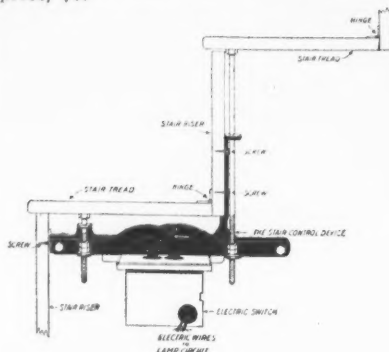
Electrical Merchandising, July, 1926

The Killark Electric Manufacturing Company, 3940 Easton Avenue, St. Louis, Mo., is bringing out a new bell-ringing transformer, used as a cover for a 3-in. or 4-in. outlet box so that the primary wires may be brought to the transformer in conduit. Because the wires are not exposed, the company points out, the transformer complies with all the requirements of the "all metal" code. The new transformer will be known under the trade name of "Grey Bell." It is made for 110-volts, 60-cycles and furnishes 8-volts on the secondary side for ringing door bells.

Stair-Controlled Light Switch

Electrical Merchandising, July, 1926

With the new device brought out by the Stairway Switch Company, 235 Brookdale Avenue, Glenside, Pa., cellar lights are automatically extinguished by the tread of the foot on the top step. The switch also acts as an efficient burglar alarm. Working sketch of the switch is given here. Intended retail price, \$5.



Improved Hangers

Electrical Merchandising, July, 1926

Several improvements in "Red Spot" commercial lighting hangers have been announced by the F. W. Wakefield Brass Company, Vermilion, Ohio.

The holders of the hangers now have an inside coating of aluminum bronze which, it is pointed out, not only improves their appearance but adds materially to the efficiency of the units when installed. The hangers are listed either wired or unwired; if wired, they bear the underwriter's label. The "Red Spot" packing system, the company explains, has been so revised that on all regular material the standard package in future will carry twelve units.

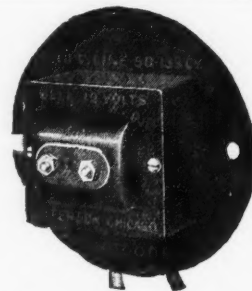
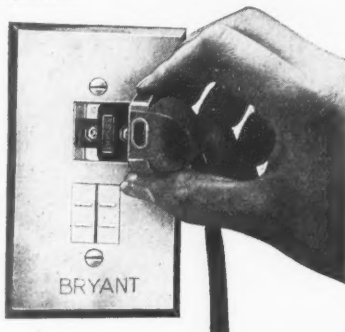
Receptacle and Plug

Electrical Merchandising, July, 1926

Among the new Bryant products is the "Disappearing Door" (D.D.) receptacle and the "Templus" plug, made to fit this receptacle. The principal advantage of this new receptacle is its value in hotels and other public buildings where freedom from tampering and unauthorized use of current is an important item to owners.

The D.D. receptacle is mounted on a special flush plate that has in its center two little doors (four with the duplex receptacle) which open inward in the center and disappear on the insertion of the plug. These doors automatically spring back into place upon the withdrawal of the connection.

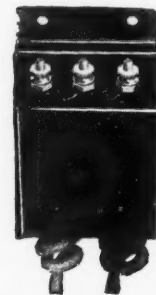
The "Templus" plug fitting the receptacle is of unique design. The plug body is made of two similar parts, each with an elongated cord hole in one side. It is impossible to short circuit the current, it is explained, no matter how this plug is placed in, or withdrawn from the receptacle.



Bell-Ringing Transformer

Electrical Merchandising, July, 1926

Designed primarily for the average residence or apartment is a new bell-ringing transformer brought out by the Jefferson Electric Manufacturing Company, 501 South Green Street, Chicago, Ill. The secondary is 10 volts, which is sufficient to operate bells, buzzers, annunciators and door bells. Its capacity is 25 watts. The transformer, called the "Nucode," is built to Underwriters' Laboratories specifications. It is made with cover for either 3½-in. or 4-in. outlet box and for 110 or 220-volt, 60 or 25-cycle current. Terminals project but 2½ in. from the box. The case measurements are 2½ in. x 2½ in. x 2½ in. The weight is 1½ lb.



Bell-Ringing Transformer

Electrical Merchandising, July, 1926

Designed for residences and small apartments is a new bell-ringing transformer brought out by George Richards & Company, 557 West Monroe Street, Chicago. The transformer is enclosed in a steel case 2½ in. long, 2½ in. wide and 1½ in. high. The capacity is 25 watts; primary 110 volts and secondary 8 volts. The terminals are 10 in. long. These primary leads are supplied with distinctly marked wires; one wire white and one black, securely anchored in the transformer. The secondary terminals are made so that the screws cannot be backed off.

Porcelain Ring Receptacle

Electrical Merchandising, July, 1926

Pass & Seymour, Inc., Solvay Station, Syracuse, N. Y., is introducing a line of new porcelain ring receptacles with identified loop terminals. The loop terminals are designated by nickeling of the shell terminal. The body is notched so that the receptacle can be readily located in any position for identified wiring and the notches aid in the draining of the receptacle during a driving storm.

The new receptacles are manufactured with screw terminals with cupped back and with terminals enclosed by a porcelain button. The standard length of back is about 1 in. Another type of these receptacles has a much shorter back so that the lighting unit, outlet box or electric sign job will find the maximum utility in the company's line of porcelain ring receptacles. The receptacle illustrated is designated No. 439.



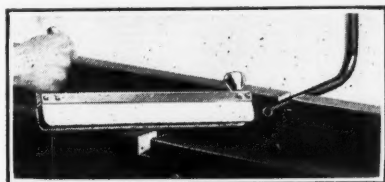
Latest Developments Gathered by the Editors

Joist Notcher

Electrical Merchandising, July, 1926

Another new "Jiffy" labor saver has been announced by Paul W. Koch & Company, 19 South Wells Street, Chicago, in the form of its joist notcher. This new device is a two-bladed saw adjustable for cutting slots in joists for either $\frac{1}{2}$ -in. or $\frac{3}{4}$ -in. conduit.

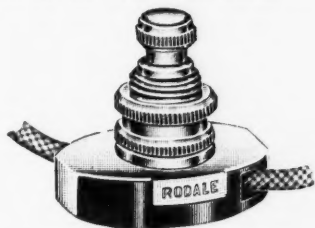
The notcher makes both cuts in one operation, saving half the time generally consumed on this job, the manufacturer points out. There is a depth gage preventing excessive cuts being made in the joists and thus weakening them. The tool is easily operated, working on the principle of a plane. The handles are aluminum with steel saws and the entire tool weighs less than 3 lb. Intended list price, \$9.



Canopy Switch

Electrical Merchandising, July, 1926

The Rodale Manufacturing Company, 492 Broome Street, New York, N. Y., announces that it has a new bakelite base canopy switch, which is one of the most compact switches of its type on the market. The switch mechanism contains genuine phosphor bronze parts the manufacturer explains, and will stand up for over 6,000 turns.

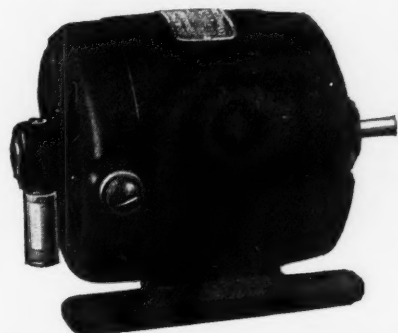


Fractional Hp. Motor

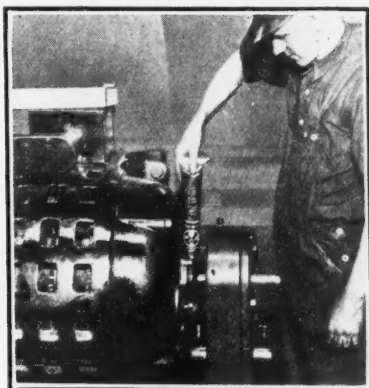
Electrical Merchandising, July, 1926

The Bodine Electric Company, 2256 West Ohio Street, Chicago, has brought out a new fractional hp. motor with 1/40-hp. rating and slow speed, operating at 1725 r.p.m.

The new "SM-30" motor is similar in construction to the company's units offered in the "C" frames, with the exception that it is more liberally proportioned throughout. The motor, the company points out, cannot be supplied as a universal type at its normal speed rating and is being made to operate on alternating or direct current as may be required. The operating characteristics of the 115-volt d.c. motors are practically the same as those wound for 110-volt, 60-cycle a.c.



Electrical Merchandising, July, 1926



Grease Tube for Motor Lubrication

Electrical Merchandising, July, 1926

Motor lubrication is greatly simplified by the plan recently adopted by Fairbanks, Morse & Company, 900 South Wabash Avenue, Chicago, of supplying the proper motor greases in collapsible tubes, each containing just enough grease for a motor's annual requirements.

After flushing out the old grease with kerosene as directed in printed instructions supplied with the tube, the new grease is squeezed from the grease tube directly into the bearing. The directions show just how much to put into each bearing for the best results. Four sizes of tubes are available for corresponding sizes of bearings.



Sentinel Breaker

Electrical Merchandising, July, 1926

A sentinel breaker, to protect the motor and mechanism of washing machines, ironers and other electric appliances from damaging overloads, is being manufactured by the Westinghouse Electric and Manufacturing Company, Mansfield, Ohio.

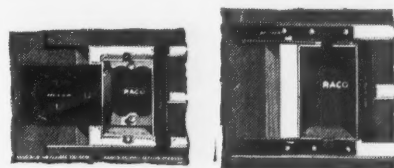
This new breaker, which is also used as the main starting and stopping switch, protects the motor from burnouts due to overloading, by breaking the circuit before the overload can do any damage. If too great a load is applied to the motor, a thermostat, affected by the heat generated by the overload current trips the breaker and prevents serious damage. The breaker will stay out until the trouble is removed and can only be reset if the load is such that it will not damage the motor. Momentary overloads will not cause the breaker to trip. It is only the prolonged overloads liable to damage the motor that actuate the breaker mechanism.

Switch Boxes

Electrical Merchandising, July, 1926

Two new products have recently been added to the line of the Roach Appleton Manufacturing Company, 3440 North Kimball Avenue, Chicago. One of the new items is the "Raco" Type B new work switch box with mounting bracket and lath support and the other is the "Raco" Type X new work switch box with extended ears and lath support.

Both types nail direct to face of studding and are equipped with lath supports which support the cut laths. The device in each case is interlocked with the solid lath, making a rigid installation. The extended ears on Type X are attached to the body of the box with screws in closed slots, permitting adjustment for thickness of plaster and also to level up the box. The mounting brackets on Type B box are riveted and spot welded to the box. Two protruding prongs insure a permanent and satisfactory plaster key. Both the extended ears and the mounting brackets are equipped with two pairs of pointed projections on the studding side for use in gaging, bracing and setting the boxes, also with plenty of nail holes conveniently offset to prevent splitting the studding. Both types of boxes can be made up into gangs by the use of spacers.



Reflector for High-Mounting Industrial Use

Electrical Merchandising, July, 1926

High industrial interiors, with ceilings 25 to 50 ft. or more in height demand for the large size incandescent lamp the use of reflecting accessories which will provide a concentrated light distribution. Silver plated glass, being a specular reflecting medium, lends itself admirably to the design of reflector contours for the accomplishment of this result, says the Pittsburgh Reflector Company, Bowman Building, Pittsburgh, Pa., in introducing its new No. 1-1000 high-mounting industrial reflector.

This reflector is designed for high-mounting industrial lighting in use with 300, 500, 750, 1,000 and 1,500-watt lamps. Its diameter is 16-in. and its height overall is 16 $\frac{1}{2}$ in., the reflector itself measuring 8 $\frac{1}{2}$ in. in height.



To Help You Select Your Electrical Merchandise

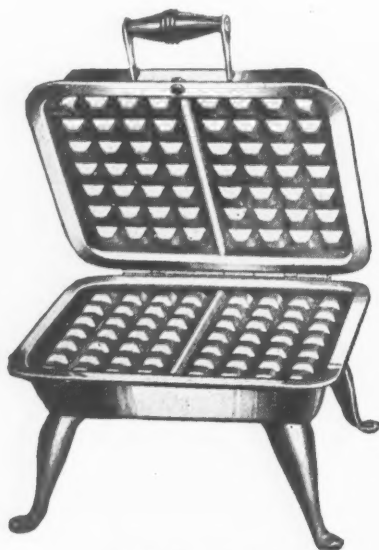


Washer for Use with Stationary Tubs

Electrical Merchandising, July, 1926

One of the chief obstacles in the way of more washing machine sales in the larger cities is the lack of space afforded in most apartments. To eliminate this "space" question the F. L. Smithe Machine Company, Inc., 633 West 44th Street, New York City, has designed a washer—the "Stowit"—intended for use in stationary tubs. When not in use, it can be folded into the tubs entirely out of the way, or, if one tub only is installed in the kitchen, the motor, with wringer, may be placed under the tub or in some corner of the closet. All parts are removable for easy stowing away of the machine.

The washing action is of the reversing cylinder type and the capacity of the washer is six sheets. Obvious features of the washer are its ease in stowing away and in assembling for washing, its removable parts, light weight, its capacity, its convenient water supply and drain. The cylinder, which can be lengthened or shortened to fit any tub, is made of aluminum, as are all the exposed parts of the washer. Intended retail price, \$135.



Waffle Iron

Electrical Merchandising, July, 1926

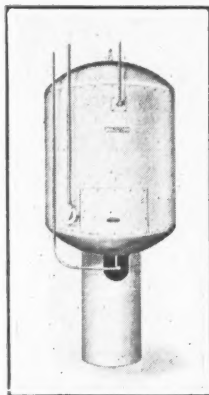
The Security Electric Mfg. Co., 2635 Canton Street, Chicago, announces the production of its new No. 23 Security waffle iron. This iron has approximately the same capacity as the standard 7 in. iron. The grids are of aluminum, and the legs and body are of steel, finished in nickel plate. The element is made of genuine nichrome wire. The appliance is equipped with 6 ft. of heater cord and a standard 2-piece attachment plug. Intended retail price, \$4.75.

Vacuum Cleaner for Automobile Use

Electrical Merchandising, July, 1926

Every garage and service station, the Clements Manufacturing Company, 605 Fulton Street, Chicago, points out, is a prospect for its new "Cadillac" auto vacuum cleaner, as it enables them to install an upholstery cleaning department, thus adding considerably to the revenue at a minimum of expense.

The new cleaner combines the advantages of the small portable cleaner with a $\frac{1}{2}$ -hp. motor, and is made to remove imbedded as well as surface dirt from upholstery, rugs and linings of closed cars. It weighs slightly over 9 lb. and is carried about by means of a shoulder strap. It is fitted with a short flexible hose to make cleaning cramped quarters easy and the nozzle is especially designed to get into the most awkward corners. The entire device is complete in itself and operates from the ordinary lighting circuit. Intended price, \$55.



Vertical Fan

Electrical Merchandising, July, 1926

All-year-round use can be made of the "Safe T" vertical fan made by S. A. X. Vertical Fan Company, Gazette Times Building, Pittsburgh, Pa., for it is designed to provide proper air circulation and ventilation without drafts at all times, during winter and summer. The fan, when in operation, the manufacturer explains, draws air from the upper and lower parts of the room and, after commingling it, the air is discharged through the center of the fan, into a plane parallel with the floor. The fan may be had in several sizes and finishes for use in the home, office, club, etc.

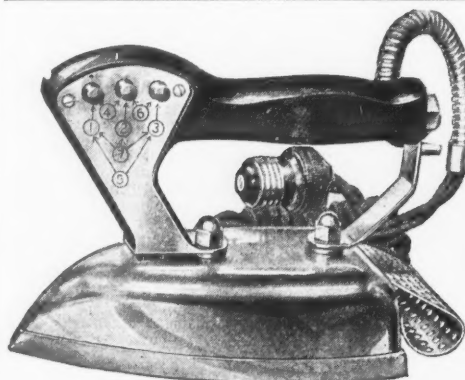
Automatic Electric Water Heater

Electrical Merchandising, July, 1926

A continuous supply of hot water, permanently at the same temperature, is provided by the "Thermogray" automatic electric water heater made by the Thermogray Company, Jefferson, Iowa.

The heater is described as a huge thermos bottle with a heating unit built into one side. It consists of a water storage tank to which electricity can be applied slowly over a relatively long period.

The inner tank of the heater is well insulated so that the water, once heated, will remain hot for days at a time. The element is controlled by a thermostat switch which automatically turns the current on or off according to the temperature of the water in the tank. The system can be easily installed and connected with water softeners or other household water heating devices. It is made to fit all needs, being available in sizes from 25 gal. to 75 gal.



Commercial Pressing Iron

Electrical Merchandising, July, 1926

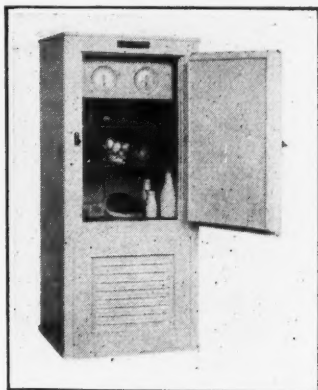
Several exclusive features, it is pointed out by the De Jur Electrical Works, 199 Lafayette Street, New York City, are embodied in its new commercial pressing iron. One of the most outstanding features is the elimination of the back plug which, the company explains, has been the source of much annoyance and expense because of the burning out of back plugs and their replacement. Another important feature is the seven changes of heat which may be regulated at the will of the operator. The "De Jur" iron is equipped with bakelite handle molded in one piece to fit the grip of the hand. The iron is made in the following sizes: 6, 8, 10, 12 and 15 lb. Intended prices \$10 to \$21.

New Electric Refrigerators Now on the Market

Apartment-Size Refrigerator

Electrical Merchandising, July, 1926

For the small home and apartment the Iroquois Electric Refrigeration Company, 1600 Arch Street, Philadelphia, Pa., has a self-contained unit with a food compartment of 4.83 cu.ft. The compartment has two wire shelves extending across its full width. In the freezing unit are two trays for freezing 32 cubes of ice. This freezing unit, it will be noticed, is at the very top of the food compartment. The cabinet is of wood, lined with steel and the finish, both inside and out, is white enamel. Ethyl chloride is the refrigerant used. In addition to this self-contained refrigerator, the company has three sizes of units for installation in small, medium and large refrigerators. The retail price of the refrigerator illustrated is \$265. The units are \$245, \$295 and \$315 respectively.

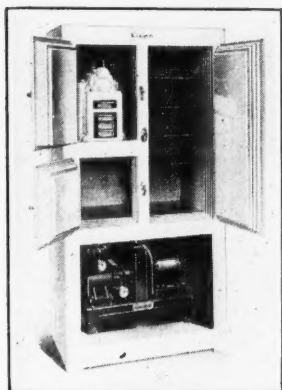


Self-Contained Refrigerator

Electrical Merchandising, July, 1926

Among the self-contained refrigerators on the market is the Model No. 1112, illustrated, of the Coldak Corporation, 8 West 40th Street, New York City. The total food storage capacity of this refrigerator is 9 cu.ft. and its total shelf area is 10 sq.ft. It has four trays, accommodating 72 ice cubes. The interior of the cabinet is seamless porcelain and the exterior is oak, with Duco finish.

The compressor unit is of two-stage rotary gear type, direct drive from the motor; the condenser, air-cooled radiator with fan on motor shaft. The control is by mercoid automatic back pressure switch. The motor is $\frac{1}{4}$ hp., 110 and 220 volts, repulsion induction, single phase; d.c., 110-220 volts, compound wound. Intended price, \$525, f.o.b. Springfield, Mass.

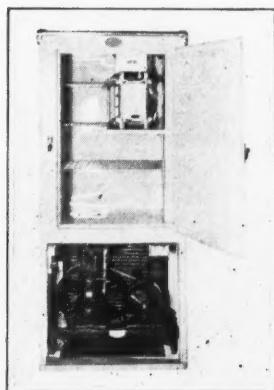


Refrigerator

Electrical Merchandising, July, 1926

Rice Products, Inc., 100 East Forty-second Street, New York City, has among its line of electrically-operated refrigerators and refrigerating units the "Rice, Jr." which is a complete self-contained refrigerator.

The refrigerator cabinet is of the single compartment, single door type, designed especially for the small and medium-sized families where space is at a premium. The interior is heavy sheet Armco ingot iron, electrically welded into one piece. The lining is coated with porcelain on both sides. All corners are rounded, including the front inside corners. The exterior finish is in "Duco" white enamel with polished aluminum moldings. Three ice trays are provided with a total capacity of 36 cubes. The overall dimensions are 27 $\frac{1}{2}$ in. wide, 24 $\frac{1}{2}$ in. deep and 60 in. high. The cubical contents are 6 cu.ft. Intended retail price, \$250, f.o.b. Detroit.

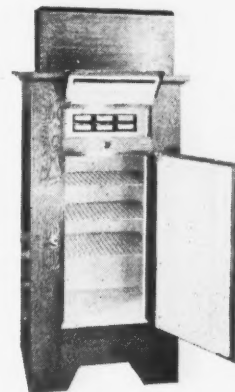
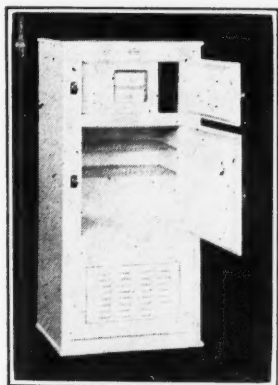


Refrigerator

Electrical Merchandising, July, 1926

Although the refrigerator pictured is of the self-contained type, "Zerezone" units may also be had from the Iron Mountain Company, 939 East 95th Street, Chicago, for installation in any refrigerator already in use.

The machine is of the compressor type with frost unit and compressor unit and may be operated from any convenient outlet. The exterior dimensions of the B-5-A self-contained refrigerator illustrated are 28 $\frac{1}{2}$ in. wide, 22 in. deep and 60 in. high. It has two trays, each having a capacity of eighteen large cubes of ice. Four sizes of refrigerators are made by the company, with capacities of from 5 cu.ft. to 20 cu.ft., ranging in price from \$210 to \$275 f.o.b. factory. The company is now planning to distribute a complete line of all-metal cabinet refrigerators, similar to well-known types now on the market. At the same time there will also be ready for distribution a two-cylinder unit, with a capacity of 55 cu.ft.



Refrigerator with Overhead Mechanism

Electrical Merchandising, July, 1926

The entire assembly of the new "Rymotor" refrigerator of the Unit Refrigerating Company, Pittsburgh, Pa., the compressor, condenser and cold generator—is attached to the cover of the cabinet and this cover is removable should repairs at any time be required.

The refrigerator pictured is known as Type "A" and has a cubic content of about 6 ft. It is elastic enamel lined throughout and contains demountable food shelves, six ice cube trays with compartments for 16 cubes each. Two large dessert trays for frozen fruits and various other frozen or chilled desserts may be substituted for two ice freezing trays if so desired as the space is built to fit either. This model has about 9 sq.ft. of shelf area and is considered large enough for the average family. The cabinet is finished in natural oak. The temperature in the refrigerator is automatically controlled. The compressor is of the rotary type directly connected to the motor. It has two moving parts. The motor is of standard manufacture. Intended retail price of Type "A," installed in the home, \$275. The company also has a 9 cu.ft. refrigerator, listed at \$375.



Refrigerator for Apartments and Small Homes

Electrical Merchandising, July, 1926

The Champion Electric Company, St. Louis, Mo., is bringing out a new single cylinder "Junior" refrigerator for use in apartments and small homes. This new "Electro-Icer" is the latest model of a line of electric refrigerators made by this company, sizes ranging from the small unit pictured to a 5-drawer unit with a cooling capacity of from 25 to 35 cu.ft. The refrigerating units may be had for installation in any refrigerator or enclosed in a cabinet. The intended retail price of the small model shown is \$245, f.o.b. factory.

Ventilating Systems

Summer profits for the contractor dealer in selling fresh air

THE market for the commercial types and sizes of ventilating fans is as broad as the fields of business and industry. Everywhere in store and office and factory there is need for better ventilation. In a large majority of cases, however, this need must be brought to the attention of the owner or manager and the electrical man cannot successfully sell just a fan, he must sell a system of proper ventilation.

To develop prospects the salesman must constantly be on the alert to find the places where proper ventilation will increase business, production, health and comfort.

Because some ventilating systems in the past have not always functioned properly the contractor must in many cases give a guarantee that the system he is selling will work properly; which means a careful study of the premises and some knowledge of what ventilating fans will and will not do.

Selling Ventilation to Stores

The only method of getting leads on stores needing ventilation, is to go out after them, says one of these contractor dealers, M. D. Goodrich of New York City.

When Mr. Goodrich goes into a store he makes it a point to notice temperature conditions, noticeable odors, and other points bearing on the need for ventilation.

He calls these to the attention of the proprietor and explains the benefits obtained from good ventilation. If the air is odorous or stale he points out that customers do not like to stay longer than absolutely necessary in the unpleasant and unhealthy air. If the store is hot, special emphasis is laid on the fact that during the summer months, customers will linger in the store only if it is cool.

In closing, Mr. Goodrich offers to send an engineer to the store and lay out a complete system to the satisfaction of the owner. He usually leaves with these words "I will guarantee to install, for you, a ventilating system which will be satisfactory in every way."

Plants using highly skilled employees such as photo engraving

plants, printing plants and chemical laboratories are good prospects. Ventilation in such places is of great importance owing to the fumes from chemicals. When approached from the viewpoint of maintaining efficiency and health of valuable employees, ventilating systems are easily sold always provided they are guaranteed to do the work.

Recently, Mr. Goodrich called on a laboratory and found the place stifling with fumes of various chemicals. Upon consulting the chief chemist, it was discovered that a ventilating system was in operation but was not satisfactory. The chemist, supposing he had the best that could be obtained, had not looked elsewhere for a solution of his ventilating problems.

A proper system was laid out, explained and guaranteed to satisfactorily ventilate the building. The firm was satisfied with the proposition and signed the order. This job included two, forty-eight inch exhaust fans.

Getting the Architect to Sell Ventilation

Practically all architects believe in proper ventilation but very few of them know ventilation well enough to specify the proper layout. Recently, G. R. Siefken, contractor dealer, of New York City, got in touch with an architect who was competing with ten other architects for the supervision of the building of a large school.

Seeing an opportunity for special ventilation on this job, Mr. Siefkin started selling the architect on individual ventilation instead of the usual single unit control. The architect became so enthusiastic over the idea that he used the system as his main point in selling his services.

This system appealed to the board and the architect got the job and of course Mr. Siefkin got the ventilating installation order.

A large number of the prospects obtained by the Dino Electric Company of New York City, come from satisfactory installations in clubs and lodges. Here influential busi-

ness men meet. They are quick to appreciate the constant supply of fresh air in the rooms. If they have any ventilating trouble in their places of business, it is only natural for them to compare it with the club which is always comfortably supplied with fresh air and they will usually get in touch with the man who made the club installation.

Not long ago G. E. Davis, Davis Electric Company, Newark, N. J., went into a drug store to have a prescription filled. On entering he noticed the usual "drug store odor" but paid no attention to it as he had noticed it in all drug stores. However, while waiting for the prescription the odor increased. On questioning the clerk he learned that this "drug store smell" came from the compound of his prescription.

Immediately Mr. Davis set about to sell the manager a ventilating system. At first the manager could not be moved but when he was guaranteed a system that would remove the odor he answered with a "show me" order.

A ventilating fan was placed directly over the prescription table so that one could enter the store and not know it was a drug store as far as the smell was concerned.

Ranges on Seattle System

It has recently been brought to our attention that in an article in the April issue of *Electrical Merchandising* entitled "What Sells Ranges in the Northwest" the figures unfortunately were transposed in two columns listing the number of ranges sold by the Puget Sound Power and Light Company and the Lighting Department of the City of Seattle. These figures presented the total number of electrical ranges added to these two systems each year from 1921 to 1925. They are as follows:

	Puget Sound	City Dept.
1921	155
1922	1,000	399
1923	1,368	956
1924	2,654	1,939
1925	5,000	2,871

The total ranges in use in the homes of customers of the Puget Sound Company and the City Department as of January 1 were:

	Puget Sound	City Dept.
1921	1,401
1922	700	1,556
1923	1,700	1,955
1924	3,068	2,911
1925	5,722	4,850
1926	10,722	7,721

Electrical Merchandising, July, 1926

Electrical Merchandising *Pictorial*



USING the small boy as a house-to-house solicitor is a summer sales method which is making money for a growing number of dealers. The elements are simple:

1. Select merchandise for them to sell that they can talk intelligently;
2. Pay commissions on all sales;
3. Offer a prize to the boy making the highest record.

On pages 96-97 are the complete details of how several dealers are using this plan.

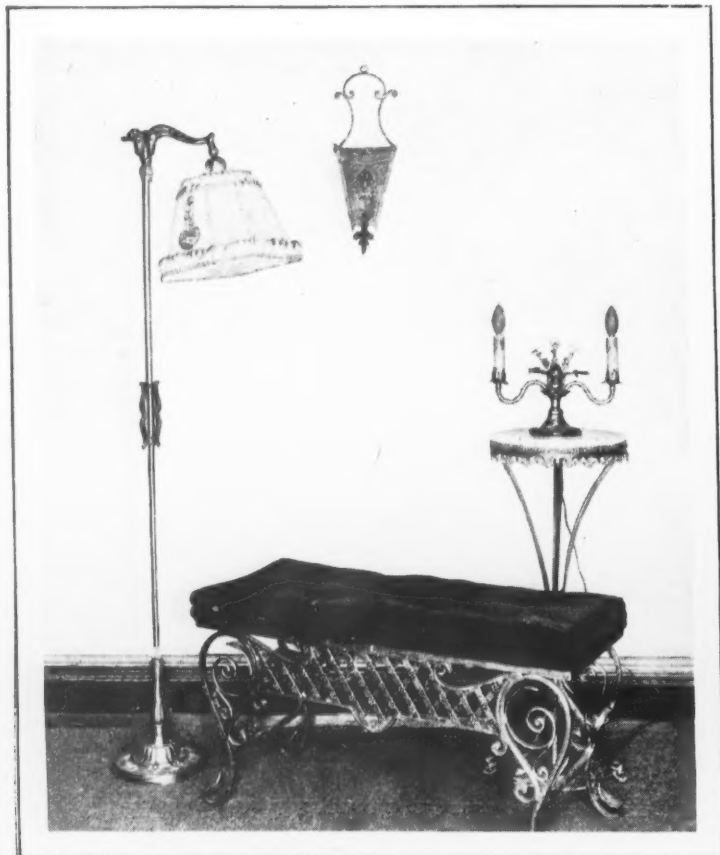




NEW LIGHTING from the Season's

Ebony and gold or French bronze and gold finish may be had in the metal bridge lamp pictured at the left. The shade, which harmonizes with the lamp, is listed at \$11, while the lamp is \$16. The bronze-finished mantel torcheres are French reproductions and are \$10 each. The brass fire screen is a French import, listing at \$21. The ship is made of special composition and finished in old finewood grain, simulating the most costly ship models although it retails for but \$15.

(Below) Many shops are now carrying occasional pieces in their lamp departments. The hand-wrought iron bench has antique gold metal leaf finish and a removable cushion of tufted red silk mohair. It retails for \$120. The wrought iron table, finished in verde antique, has 12-in. round onyx top and is \$50.



(Above) The wrought iron wall pocket has polychrome finish and is listed at \$10. The bridge lamp is a combination brass and iron lamp in antique gold effect. It has adjustable arm fitted with octagon silk shade and, complete, retails for \$25. Dresden flowers trim the gold and polychrome candelabra which retails for \$13.



Two-light table lamp, with pottery base finished in a cool cucumber green. The 16-in. shade is etched parchment with continuous scene and is listed at \$28. The base is \$25. The bridge lamp is \$36 and its 10-in. glazed percale shade in dainty rose design is \$16.

G STYLES

n's Lamp Showings

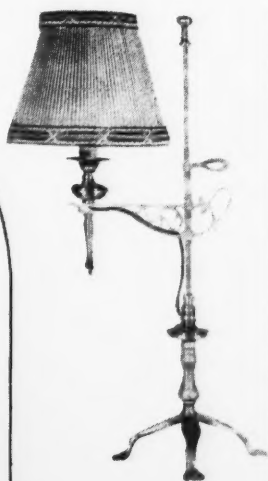
French period furniture needs lamps in keeping with grace and elegance. Here is a lovely bridge lamp with onyx base. The shaft is finished in very light tan or champagne color. The shade is of pin-pleated georgette, and retails for \$33 while the base is \$50. The table lamp has base of Korean brass. The shade is of imported self-figured green silk over tangerine. It is listed at \$23, while the lamp base is \$27.



(Below) This charming little brass table lamp is unusual and quaint in design. It has a sliding arm which is adjustable to the height desired. The shade is made of gold taffeta over gold silk lining and is trimmed with silk braid in harmonizing colors. Its intended retail price is \$90.



An antique copper candle stick lamp with shade of parchment paper, decorated with "sampler" print. Lamp complete is about \$25. Florentine leather desk set is \$38, the waste basket \$13, and "Ushabti," the Egyptian god of good fortune is \$2.50.



Manufacturers' names listed on page 123. All prices subject to discount.



The "handle" lamp has steel standard with pewter cup and small hat-box shade of imported Italian paper decorated with old print. The base is \$18 and the shade \$7.50. The steel table is \$9.50.

Yes, Sir! **EUREKA** "High-Vacuum"

*Remove the Bag—
Watch it Pour!*

Remove the bag—pass the Eureka over one small section of a rug with a quick, snappy stroke. You'll be amazed at the cloud of dirt discharged from the fan case. And remember, just a surface cleaning does not explain the torrent of dust and dirt. Yes, sir, "High-Vacuum", as built into the Eureka, gets the dirt—the deeply embedded dirt.





does get the Dirt!

Eureka "High-Vacuum" Explodes Extravagant Claims

This is the famous Eureka "High-Vacuum" Test that explodes the extravagant claims of motor-controlled mechanical agitators, and clearly emphasizes that the original "High-Vacuum" principle of cleaning effects a quick and satisfactory removal of deeply embedded dust and dirt.

Eureka "High-Vacuum" means simply the movement of a tremendous volume of air at high speed through the very narrow cleaning nozzle. It results in a cleaning efficiency so pronounced and so superior to ordinary methods that

Eureka leads the entire world in the production and sale of electric vacuum cleaners.

Every day Eureka's share of the world total of vacuum cleaner business becomes larger.

There's no quicker, surer or more profitable way for progressive dealers to speed up their vacuum cleaner sales than by "joining up" with the thousands of successful dealer organizations that are cashing in on the popularity of the Grand Prize Eureka. Wire or write for details of the valuable Eureka dealer franchise. (284)

EUREKA VACUUM CLEANER COMPANY, DETROIT, U. S. A.

Largest Manufacturers of Vacuum Cleaners in the World

Canadian Factory, Kitchener, Ontario

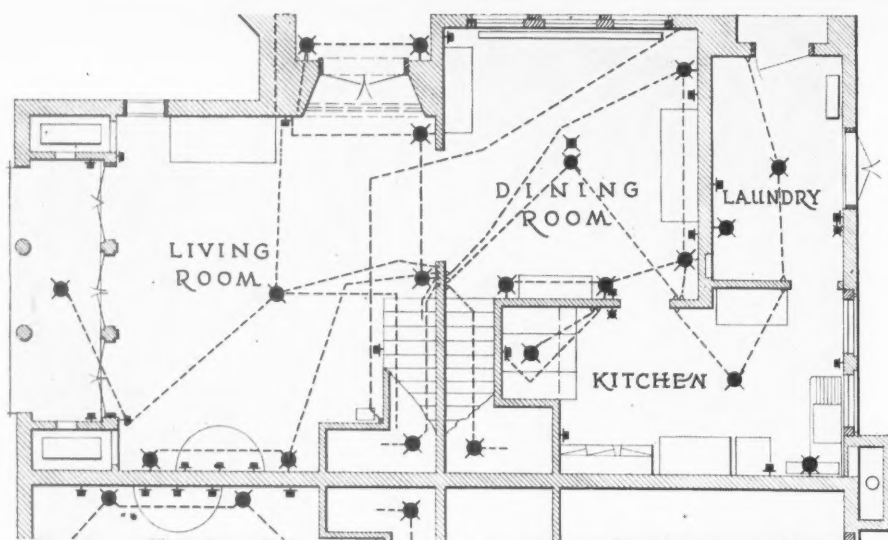
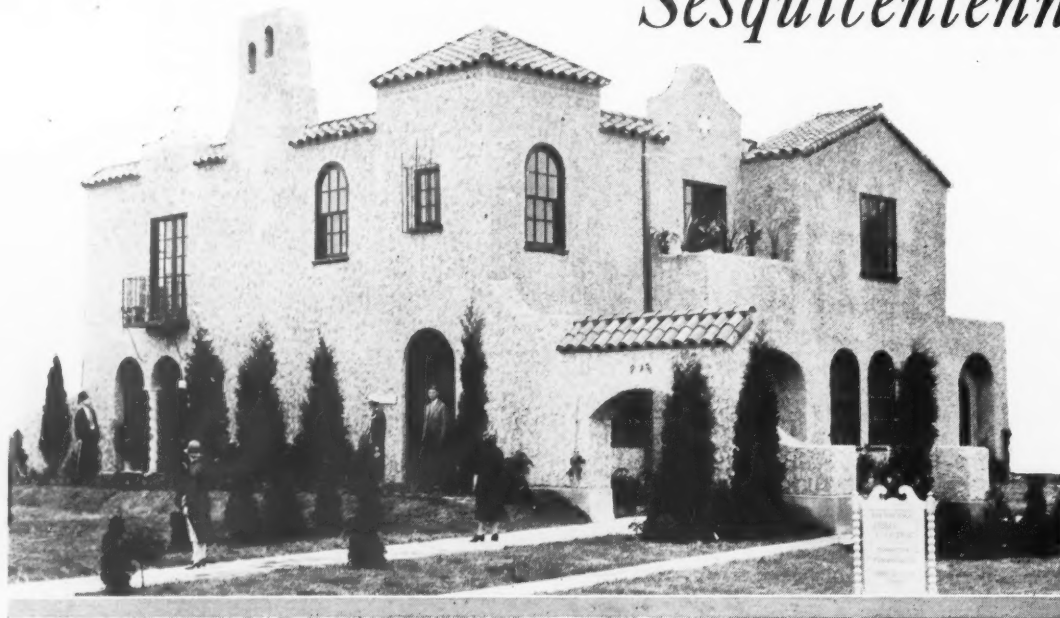
*Foreign Branches: 8 Fisher Street, London, W. C. 1, England
58-60 Margaret Street, Sydney, Australia*

EUREKA

VACUUM CLEANER



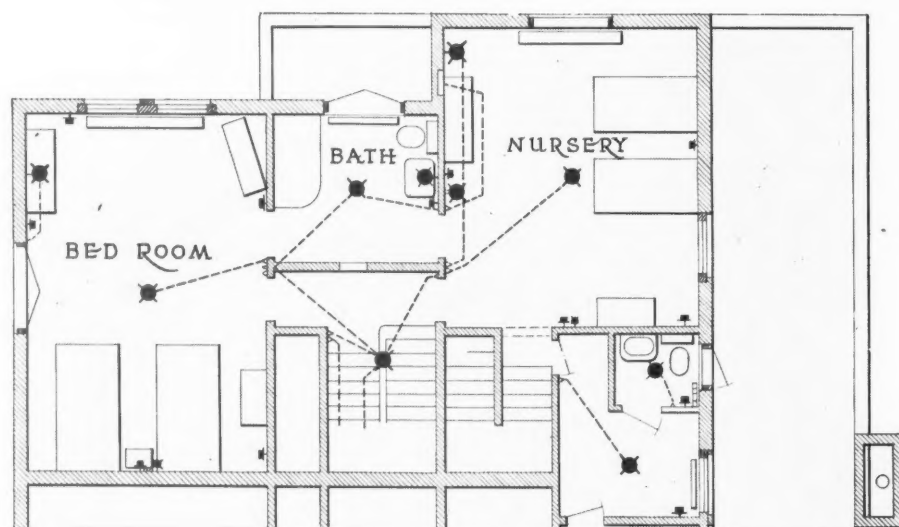
The Home Electrical at Philadelphia's Sesquicentennial



FIRST FLOOR PLAN

UNDER the auspices of the Electric Club of Philadelphia, this model Electrical Home is being exhibited at the city's Sesquicentennial Exposition, open from June 1 to December 1. Outlets provide for the operation of every modern electrical appliance, and special burglar switches control the lighting from the master's bedroom.

THE Sesquicentennial Electrical Home grew out of a suggestion by J. G. Crosby of the Whalen-Crosby Company, electragists. The idea was taken up by the Electric Club of Philadelphia, of which David Birdsell is president, and the home was erected by John McClatchy, builder of Philadelphia's preceding electrical homes.



SECOND FLOOR PLAN

CODE Questions and Answers

By VICTOR H. TOUSLEY
Chief of Electrical Inspection, City of Chicago
Member of Electrical Code Committee, N. F. P. A.

Candelabra Lamp Lights When Fuse Blows

QUESTION: Will you show by drawing how to wire a candelabra base 125-volt, 2 C.P. lamp in a standard double-pole plug fuse cutout, bases of the main-line type or of the branch type. This candelabra lamp lights when the fuse in the ungrounded side of the circuit blows or the lamp burns at full brilliancy if a dead short occurs on the line.

ANSWER: The figures show the method by which the above can be accomplished. In the case of the main line cutout block, the ungrounded main is carried to one terminal with a jumper from this terminal to the other terminal on the same side of the block. The branch circuit is carried from the terminal on the other side of the block with a jumper to the second terminal on that side.

A standard 15-ampere plug fuse is used in one of the fuse plug openings and an adapter with a candelabra lamp in the other openings. These adapters are standard and have an outer screw shell fitting the standard Edison base with a receptacle opening in the center to fit a candelabra base lamp. They may be obtained from any electrical supply house.

In operation, the fuse and the lamp are in parallel but practically all the current flows through the fuse plug which is of low resistance while the lamp is of comparatively high resistance. The lamp will not, therefore, light up. When the fuse blows, however, current will flow through the lamp and it will light up, indicating at a glance the blown fuse. The brightness of the candelabra lamp will depend upon the load on the circuit at the time the fuse blows. It will be readily seen that, in case of a blown fuse, a voltage of 110 volts is impressed on a series circuit including the resistance of the candelabra lamp and the resistance of the load. In case of a dead short the resistance of the load is zero so that the full 110 volts will be impressed on the candelabra lamp and it will burn at full brilliancy. As fuses generally blow from short circuits or overloads this will be the usual condition. The current which can flow through a two candle power lamp is of small value and no harm should result in case of short circuit from this current, even though it was left so for some time.

In using a system of this kind it is well to place a drop of solder on the adapters so that they cannot be removed from the cutout blocks, other-

Discussion of wiring and construction problems—Nationally-known inspection authority answers queries of *Electrical Merchandising's* readers.

wise a person not familiar with the system might remove the adapters and insert fuse plugs. There would be then two fuses in parallel on the circuit and it would be overfused. It is possible also with this system to locate short circuits. If the source of the trouble is not known tests are made on the circuits in the usual way by first removing all portable connections such as table lamps, etc., then turning off switches, one at a time. If any of these operations remove the short circuit the candelabra lamp will either burn dim or go out entirely.

Overload Circuit Breaker as an Entrance Switch

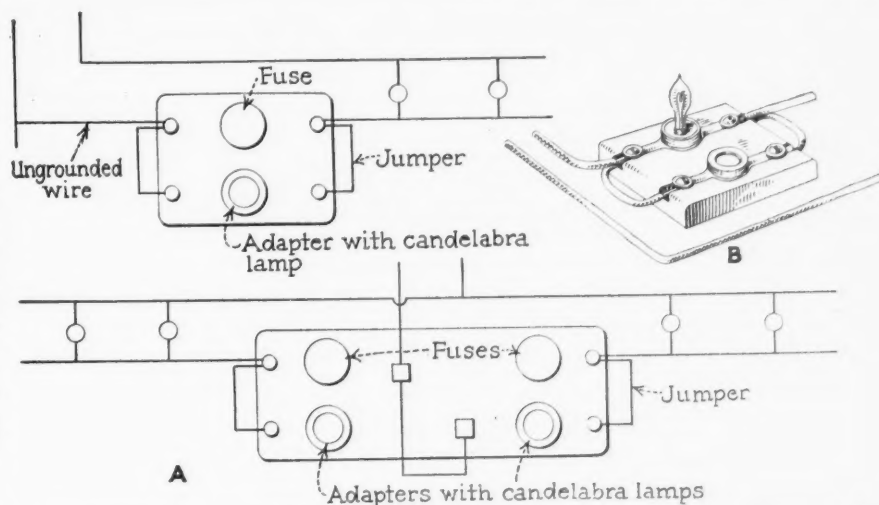
QUESTION: An overload trip coil circuit breaker is used as an entrance switch for a 2,200-volt installation. Is this in order? Do Code requirements call for disconnects? Wiring is in a construction camp and disconnects could not be used, unless totally enclosed, on account of lack of headroom.

ANSWER: Rule 404 e of the 1925 edition of the National Electrical Code reads as follows: In services operating at more than 600 volts, all un-

grounded conductors shall, except as provided below, be controlled and protected by an automatic, overload circuit breaker which shall be of suitable rupturing capacity and which shall be located as near as possible to the point where the service enters the building and so that the point from which it is opened or closed will be readily accessible.

"Each service lead shall have an air-break disconnecter which will disconnect from the supply line all apparatus within the building. If the service does not supply, at the primary voltage, any equipment not contained in a fireproof transformer vault or if it enters only a detached transformer house or enclosure, then suitable disconnectors and suitable fuses may be used and may be installed in the transformer enclosure.

"If, in such cases, the voltage does not exceed 2,300 volts to ground, and the installed transformer capacity does not exceed 50 kva. per phase, suitable fuses without disconnectors may be installed in the transformer enclosure. In all cases where automatic overload circuit breakers are not installed in the primaries and arranged so that they may be tripped manually from a readily accessible joint outside of the



By connecting a candelabra lamp in parallel with the fuse on the ungrounded side of the line, the lamp will light when the fuse blows and burns at full brilliancy when a dead short occurs.

transformer vault or enclosure, suitable circuit breakers or switches and suitable fuses shall be provided in the secondaries as required for low-voltage services elsewhere in this article. Air-break disconnectors and fuses shall be accessible only to qualified attendants."

It will be noted in the above rule that "each service lead shall have an air-break disconnector which will disconnect from the supply line all apparatus within the building." This requirement apparently applies to all types of installations coming within the scope of the rule and using automatic overload circuit breakers and would therefore apply to the installation described in the "question."

Disconnectors Required If Voltage Exceeds 2,300 to Ground

It will also be noted, however, that where the service supplies only transformers located in a fireproof transformer vault or in a detached transformer house or enclosure, fuses may be used in lieu of the circuit breaker and, in this case, disconnectors are required only where the voltage exceeds 2,300 volts to ground and the transformer capacity exceeds 50 kva. per phase. In other words, if the capacity of the transformers referred to in the question is 50 kva., or less, per phase, and the transformers are located in a standard vault or enclosure, fuses can be substituted for the circuit breakers and the disconnectors omitted; otherwise, disconnects must be used to comply with the rule.

Branch Mains Large Enough to Carry Future Load.

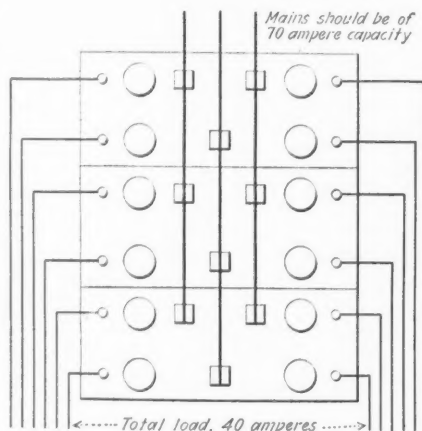
QUESTION: Is it justifiable to call for branch mains based on the number of branch cutouts? That is, suppose that six branch cutouts are placed in a cabinet, even if the load is, say 40 amperes, is it justifiable to call for feeders to cabinet of 70-ampere capacity?

ANSWER: This question does not admit of any absolute "yes" or "no" answer. It is ruled on in various ways by various inspection departments. Theoretically the size of mains will depend only on the actual connected load at the time of installation. Inspecting on a basis of fire or life hazard, the only question confronting the inspector is: Are the mains of sufficient capacity to safely carry the load connected to them? So far as the size of mains are concerned the number of circuits or the number of cutouts has no bearing on this question. A somewhat similar instance is found in the case of branch circuits themselves. If a certain branch circuit included a number of lamps and five wall receptacles (convenience outlets) it could not be assumed that, because these receptacles each have a 10-ampere rating, the branch circuit would have a load of 50-amperes plus the lamp load.

The inspector must assume that no additional cutouts and circuits will be connected to the mains without further inspection and approval and he must

be justified, therefore, in assuming that no additional lamps will be connected to the circuits without the same inspection and approval.

Occasionally the lamps per circuit are purposely kept down to a small number on the original installation. This may be done for any one of a number of reasons. With a smaller number of lamps per circuit, fewer lights will go out in case a fuse blows and large spaces would not be left in darkness as they would if a circuit had



All branch mains should be large enough to carry not only the present load but any future load which might be put on the circuit

the maximum number of sockets. Very frequently the number of lamps per circuit is reduced in order to eliminate the drop on the longer circuits. This is done in lieu of using a larger wire on these long branch circuits. The most common reason for limiting the number of lamps per circuit on the original installation is to provide for future additional lamps without installing additional circuits. On large installations in office buildings, for instance, the number of sockets per branch circuit is sometimes limited to eight on the original installation.

As a matter of actual practice, however, an inspector confronted with the problem outlined above, may look at it in this manner. If the actual connected load is only 40 amperes or about four circuits, why were the two additional circuits provided if not for future additional load. And, if future additional branch circuit capacity is provided for, then, such load should be taken care of in the mains. This will be found a quite common viewpoint of inspectors.

An inspector generally knows from experience the probability of increasing the load at some future time and he also knows that, should this additional load become sufficient to necessitate an increase in the size of mains, he is liable to be confronted by the owner with the question as to why he accepted, on the original installation, mains of insufficient capacity to supply the number of branch circuits installed.

If the inspector has used his best judgment and is of the belief that the installation referred to was intended for future additions, it would seem proper to conform to his requests.

Joint and Canopy Insulators Should Be Used.

QUESTION: Regarding insulating joints, in all metal (conduit and metal molding) systems where conduit is grounded and also where secondary service is grounded at transformer, is it necessary to use insulating joints and canopy insulators? This question does not refer to a wiring system using a marked wire throughout and known as a ground system with only one side fused.

ANSWER: The omission of the insulating joint on electric fixtures is intimately connected with the grounding of the neutral, the use of marked wires, the grounding of the fixture and the omission of the neutral fuse. To warrant the omission of the insulating joint the fixture should be so constructed and so installed that the screw shells of sockets are connected to a line wire which is at ground potential and which will remain at ground potential. The fixture must therefore be "poled." The wire connected to the screw shells of sockets must be identified. The wire of the circuit which is at ground potential must also be identified so that the proper connection of the fixture is assured.

There must be no question of the reliability of the grounding connection of the grounded wire of the circuit and rule 902b which requires the ground to be made at "each service" (except where special permission is given by the inspection department to ground at the transformer) must be strictly complied with. The metallic structure of the fixture must be grounded through a conduit system or ground wire. The branch circuit should have no fuse in the grounded wire which might through blowing cut off the ground connection.

The 1925 edition of the Code requires all of these things: the grounding of the ground wire at the service, (902 b), the use of marked or identified wires, (602 g), the polarizing of fixtures, (1402 b) the omission of the insulating joint and the grounding of the fixture (1403 a — 1403 b), and the omission of the neutral fuse (807 b).

In the installation cited in the question, the metallic structure of the fixture is grounded through the metal of the system. The secondary wiring is grounded at the transformer. Assuming that the inspection department has granted special permission to ground at the transformer only and is not requiring a grounding at the individual service, these two features conform to the requirements. All the other requirements described above are apparently not complied with. The marked wire system is not used and there is no assurance that any wire of the system will continually remain on the grounded wire. Fuses are used in the grounded wire. The blowing of one of these fuses will probably result in the screw shells of some of the sockets becoming at full potential to ground.

If the questioner refers to new installations it would appear much the safer procedure to use insulating joints and canopy insulators until such time as all requirements are complied with.

Then—and Now

(Continued from Page 78)

Electrical Merchandise two facts stick up:

The industry started its merchandising under a pall of price-fear. It has never recovered from that fear.

The industry started its merchandising lacking adequate merchandising brains. It has never, except with a few brilliant exceptions, supplied that lack.

Merchandising has been the industry's step-child. Our attitude has been that if we could raise the brat to a point where he'd contribute to the family income, it would be something of a godsend, but don't ask us to spend any time, thought or money on it.

THE ten-year period during which *Electrical Merchandising* has been operated by the McGraw-Hill Publishing Company, Inc., can be summarized in few words, though the accomplishments of those years have been great.

First we had the war, and merchandising was practically stagnant. What this paper did to keep some spark of vitality in the trade is a matter of which the editors may be proud.

After the war came a period in which we both enjoyed and suffered a "buyer's market," a period when anybody could sell anything at any price. During that period I saw a washing machine salesman, coatless and disheveled, dashing from customer to customer with his hands full of money, so harassed by the insistent buyers that he could not break loose long enough to write up his orders. People drove to obscure factories, paid cash and carted away washers in their own automobiles.

Then followed the reconstruction. Ouch! In that crisis, I personally believe that *Electrical Merchandising* saved hundreds of firms from failure. It was then that this paper was able to demonstrate the practical utility of the trade press, to aid and guide men who had forgotten, if they ever knew, the sound principles of economic merchandising.

Today we stand—where do we stand?

Today electrical merchandising no longer belongs to the original electrical industry. Department stores are selling appliances at the rate of millions a year. Agencies, patterned after those in the automotive field,

are proving economic distributors of the larger appliances. Chain stores are selling lamps and wiring devices from counters but lately devoted to 5-and-10 merchandise. Drug stores turn over the smaller appliances in carload lots. Great organizations of house-to-house canvassers sweep

THERE are tremendous things ahead in electrical merchandising—appliances which we never dreamed of handling, volume which we never hoped to gain, profits for which we will need a new adding machine to count. That is what I see in the next ten years.

It is coming to men keen enough to take advantage of present conditions in the electric light and power industry. It will be missed by those who simply "keep store."

through the country, literally saturating the districts they cover. Hardware stores, plumbing shops, jewelers, all have their cases filled with electrical merchandise. Contractor-dealers have moved to Main Street. The central stations are more active than ever before.

To one who has spent his days and done his thinking for and within the electrical industry, it appears that the devil is loose and no pitch hot.

WHAT of the next ten years?

Electrical merchants must realize, first, that the light and power companies are "up against it." Just how the situation has come about and what it means in millions of dollars, would take too long to state, but the effect is that the utility companies today *must* have more business and this increased business *must* come from residence customers.

This means, of course, that more current consuming appliances must be sold to the great general public, including not only those appliances now common, like the flat-iron and the washing machine, but appliances which use more current and use it for longer hours—refrigerators, ranges, oil burners, furnace stokers, laundry driers, ventilating fans, air heaters, and illumination—most particularly illumination.

To sell increased illumination in any considerable volume it is absolutely necessary that the larger light sources shall be shaded. This means a tremendous market for illuminating glassware and portable lamps. But keep clearly in mind that the light company needs *larger* lamps as well as *more* lamps. If the sale of larger units is not developed by the electrical trade, the lighting men will develop it, *must* develop it, for themselves.

This same warning applies to all the other large current-consuming appliances. If the electrical merchant does not sell the large current consumers or if he does not sell them fast enough, the lighting utilities will be compelled to put such man power and price inducement behind the sale as to eliminate these items from the class of store merchandise.

Nor will the lighting men be alone in this perhaps brutal insistence upon faster appliance sales. The manufacturers of these appliances face a situation which demands tonnage business. They require for their own self-preservation a system of distribution which will move their product fast and in volume. If the electrical merchant cannot act as distributor in accordance with these requirements, then some other method of distribution must be evolved.

So as I look forward into the electrical merchandising haze of the next few years I see a very great change taking place. The electrical merchant, first lifted to a pinnacle by the post-war boom, then knocked dizzy by the reconstruction, and now settled down to a calm and almost effortless routine of meeting an unstimulated public demand for his merchandise—this electrical merchant is going to find himself very far out on a limb. He must either get into the game of big appliance selling aggressively and give his suppliers a larger volume of business, or his suppliers will find some other way to get that volume.

There are tremendous things ahead in electrical merchandising—appliances which we never dreamed of handling, volume which we never hoped to gain, profits for which we will need a new adding machine to count. That is what I see coming in the next ten years.

It is coming to men keen enough to take advantage of present conditions in the electric light and power industry. It will be missed by those who simply "keep store."

How to Estimate the electrical installation in a club house

IN the electrical installation of a club house, there are many details which might be overlooked by the most experienced estimator. By using the estimate sheets as shown here, the chance of omitting these details is brought to a minimum.

The upper part of the first sheet provides for the general data necessary to make an intelligent estimate. In the lower half, space is provided for summing up the circuit work.

Page two is arranged for the necessary mains and feeders. As

many engineers number their feeders and mains on riser sheets, the quantities of wire and cable can be recorded directly from the riser sheet. Another way is for the estimator to put notes on the left hand margin.

The horizontal measurements of

Sixth of a series of articles on estimating methods applicable to the principal classes of work which the electrical contractor is called upon to figure.

By J. W. HOOLEY

Contracting Electrical Engineer,
New York City

circuit work and feeders should always be obtained by the use of a rotometer, a little instrument with a registering wheel which is rolled over the lines to be measured.

Page three should be used for recording materials and labor for

DATE <i>Oct</i>									
ENGINEER <i>O. M. Kelly</i>									
ARCHITECT <i>W. R. Arles - Chairman of Club</i>									
MADE BY <i>S. M. Kemp</i>									
ESTIMATE TO <i>W. R. Arles - Chairman of Club</i>									
TYPE OF BLDG. <i>Club House</i>									
SIZE OF BLDG. <i>75 x 70</i>									
SERVICE <i>in Bldg</i>									
FLOORS	Ceiling Outlets	Side Outlets	Base Receptacles	Floor Receptacles	Switches	1/2" Conduit	3/4" Conduit	Panels	Circuits
<i>Prof. Garden</i>	<i>11</i>	<i>9</i>	<i>10</i>	<i>4</i>	<i>6</i>	<i>800</i>		<i>1</i>	<i>6</i>
<i>Appt</i>	<i>30</i>	<i>5</i>	<i>7</i>	<i>6</i>	<i>14</i>	<i>1200</i>		<i>1</i>	<i>10</i>
<i>3rd fl.</i>	<i>44</i>	<i>20</i>	<i>29</i>		<i>22</i>	<i>2400</i>		<i>1</i>	<i>14</i>
<i>2nd</i>	<i>32</i>	<i>17</i>	<i>30</i>	<i>10</i>	<i>26</i>	<i>2100</i>		<i>1</i>	<i>14</i>
<i>1st</i>	<i>22</i>	<i>20</i>	<i>32</i>	<i>12</i>	<i>19</i>	<i>2000</i>		<i>1</i>	<i>14</i>
<i>Basement</i>	<i>42</i>	<i>10</i>	<i>5</i>		<i>20</i>	<i>1900</i>		<i>1</i>	<i>12</i>
TOTAL	<i>181</i>	<i>81</i>	<i>113</i>	<i>32</i>	<i>117</i>	<i>10400</i>		<i>6</i>	<i>70</i>
QUANTITY						MATERIAL		LABOR	
<i>181</i>	Ceiling Boxes	<i>.15 / .25</i>				<i>27 15</i>		<i>48 26</i>	
<i>81</i>	Side Boxes	<i>.20 / .30</i>				<i>62 30</i>		<i>93 30</i>	
	Fixture								
<i>262</i>	Studs	<i>.05 / .05</i>				<i>13 10</i>		<i>13 10</i>	
<i>10500</i>	1/2" Conduit	<i>.06 / .10</i>				<i>630 00</i>		<i>10 50 00</i>	
	1/4" Conduit								
<i>1000</i>	Locknuts and Bushings	<i>.04</i>				<i>40 00</i>			
	Pipe Straps								
<i>23000</i>	Circuit Wire No. <i>14</i>	<i>10.50 / .01</i>				<i>241 50</i>		<i>2 30 00</i>	
	Circuit Wire No.								
	D. P. Switches								
<i>117</i>	S. P. Switches	<i>.50 / .50</i>				<i>58 50</i>		<i>58 50</i>	
	3-way Switches								
<i>113</i>	Base Receptacles	<i>.60 / .50</i>				<i>67 80</i>		<i>56 50</i>	
<i>32</i>	Floor Receptacles	<i>2.50 / 2.50</i>				<i>112 00</i>		<i>80 00</i>	
	Light Receptacles								
	Drop Cords								
						<i>12 52 25</i>		<i>16 24 65</i>	

MAINS AND FEEDERS									
FEEDER NO.		MATERIAL				LABOR			
<i>Main</i>	<i>1st</i>	<i>50 ft. 2 1/2" bond</i>	<i>36 / .25</i>		<i>18 00</i>			<i>1 25 00</i>	
<i>Appt Power</i>	<i>1st</i>	<i>100 ft. 4/0 R.L.</i>	<i>.19 / .05</i>		<i>30 40</i>			<i>8 00</i>	
<i>Basement</i>	<i>1st</i>	<i>50 ft. 2" bond</i>	<i>.22 / .15</i>		<i>11 50</i>			<i>7 50</i>	
	<i>2nd</i>	<i>220 ft. #10 R.L.</i>	<i>.12 / .05</i>		<i>26 40</i>			<i>11 00</i>	
<i>1st Bd to</i>	<i>1st</i>	<i>70 ft. 2" bond</i>	<i>.22 / .15</i>		<i>16 10</i>			<i>10 50</i>	
<i>1st Panel 1-2</i>	<i>1st</i>	<i>220 ft. #10 R.L.</i>	<i>.12 / .05</i>		<i>26 40</i>			<i>11 00</i>	
<i>1st Bd to</i>	<i>1st</i>	<i>100 ft. 1 1/2" bond</i>	<i>.17 / .15</i>		<i>17 00</i>			<i>15 00</i>	
<i>1st Panel 4-5</i>	<i>1st</i>	<i>330 ft. #1 R.L.</i>	<i>.09 / .05</i>		<i>29 70</i>			<i>16 50</i>	
<i>1st Bd to</i>	<i>1st</i>	<i>40 ft. 1" bond</i>	<i>.11 / .12</i>		<i>4 40</i>			<i>4 80</i>	
<i>1st Panel</i>	<i>1st</i>	<i>100 ft. #6 R.L.</i>	<i>.04 / .03</i>		<i>40 00</i>			<i>3 00</i>	
<i>1st Bd to</i>	<i>1st</i>	<i>70 ft. 1" bond</i>	<i>.11 / .12</i>		<i>7 70</i>			<i>8 40</i>	
<i>1st Panel</i>	<i>1st</i>	<i>170 ft. #6 R.L.</i>	<i>.04 / .03</i>		<i>6 80</i>			<i>5 10</i>	
<i>1st Bd to</i>	<i>1st</i>	<i>40 ft. 3/4" bond</i>	<i>.08 / .10</i>		<i>3 20</i>			<i>4 00</i>	
<i>1st Panel</i>	<i>1st</i>	<i>100 ft. #7 R.L.</i>	<i>.03 / .02</i>		<i>3 00</i>			<i>3 00</i>	
<i>1st Bd to</i>	<i>1st</i>	<i>100 ft. 1/2" bond</i>	<i>.06 / .10</i>		<i>6 00</i>			<i>10 00</i>	
<i>1st</i>	<i>1st</i>	<i>200 ft. #14 R.L.</i>	<i>10.60 / .01</i>		<i>2 10</i>			<i>2 00</i>	
		<i>allow fittings for conductors E.L. E.H.</i>			<i>50 00</i>				
					<i>262 70</i>			<i>141 80</i>	

Unit Prices and Ratio for This Job

181 Ceiling outlets
81 Side outlets
113 Base receptacles
32 Floor receptacles
117 Switch receptacles
13 Fire alarm outlets
34 Public telephone outlets
10 Time clock outlets
581 Total number of outlets.
Bid \$9,349. ÷ 581 outlets = \$16.09 per outlet.
Building 75 ft. long x 70 ft. wide x 95 ft. high = 498,750 cubic feet.
\$9,349 ÷ 498,750 cu.ft. = \$0.018 per cubic foot.
Ratio of labor to material:
Total cost of material \$4,113.30.
Total cost of material \$2,561.95.
\$2,561.95 ÷ \$4,113.30 = 62 per cent.
The basis of labor has been estimated at \$10.50 per eight-hour day for mechanic and \$7.50 per eight-hour day for helper.

very complete for a club of this kind, which will be found to be the average club; and the data more useful, for the reason, that an examination of the estimator's notes will show, that in addition to the electric light and power work, there is also included a complete time clock and time recording system; a public telephone conduit system, for the reception of the telephone company wires; a fire alarm system of the modern type, and also included in the electrical specification is the complete electric

(Continued on Page 128)

The basement is used as service section, containing store rooms, kitchen, and boiler room. This explanation is given so as not to confuse the layout or cost proportion with some of the very elaborate clubs, where swimming pool, turkish baths, squash courts and other special features materially affect the installation and the cost proportions. The layout as made, however, is

(Continued on Page 128)

Estimator's Notes from Specification

Public telephone conduit system.
Time clock systems.
Fire alarm system.
Two house pumps and motors, also automatic panel and tank switch.
Foundation for pumps.
Time given to complete: 1 year.
Strict architect and engineer.
Electric fixtures and lamps by others.
All work to be guaranteed and maintained for one year.
Underwriters and city certificates at completion of job.
Standard form of contract: 85 per cent monthly.
Final payment: 30 days after completion and architect's approval.
Job ready in about sixty days. Will be slow job (winter).

TOTAL		SHEET	MATERIAL	LABOR
	<i>Branch</i>			
	General Work		1252.25	1626.65
	Feeders and Mains		262.70	121.30
	Service or Generator Cables			
	Switch and Panel Boards		625.00	250.00
	Fixtures			
	Lamps			
	Bell Work			
	Public Telephone System		141.90	175.00
	Private " "			
	Clock System		609.95	165.00
	<i>Two Alarm System</i>		386.50	108.00
	Engines			
	Generators			
2	Motors } <i>Auto Panel & Load Limit</i>		725.00	100.00
2	Pumps }			
	Foundations <i>for 2 pumps.</i>		100.00	
	Board and Carcase			
Totals—M. and L.			4115.30	2861.95
Total Labor			2661.95	
Under and Inspection			100.00	
Total			677.50	
Overhead Expense 20%			135.50	
Cost			813.00	
Profit 15%			121.90	
Bid			934.90	
Above Estimate Checked by <i>R O M</i>			If lost, state why	
Contract Closed by <i>A W</i>				
Date Closed <i>Nov</i>				
Date Work Started <i>Jan</i>				
Date Work Completed <i>December</i>				

"DEALER HELPS" the Manufacturers Offer

Show Window, Counter, Mail Advertising and Specialty Aids Offered to Help the Dealer Get More Business

The High Cost of Not Using Electrical Refrigeration

When people buy electrical appliances, and the same is true of many other commodities, their first thoughts are on the original cost of the appliance and then, in the background, hovers a doubt or two about the uncertain operating cost. It is a good salesman who can get them to consider the high cost of doing without a real necessity like the electric refrigerator.

In a series of advertisements the Unit Refrigerating Company, First National Bank Building, Pittsburgh, Pa., forcefully points out that only the wealthiest can afford to be without electric refrigeration in the home. Copies of the ads are available in giant size, for use as window and store posters. The messages carried by the ads are very interesting indeed.

The first ad introduces the "Rymotator" to a town or community. Those following are something like this: "If the housewife's time is worth as much as the stenographer's"; "How much is your children's health worth?" "Ask your wife, Mr. Husband, about the inconvenience of the old ice box"; "If you need a stove in your home you need an electric refrigerator"; "Food insurance"; "If you can afford a Ford." Two of the ads are here reproduced.

In addition to the ads the company has prepared a book for the housewife, "A New Household Freedom," the contents of which are explained by the title. There is also a salesman's portfolio which has just been completed.

The General Necessities Corporation, Detroit, Mich., has available several attractive mailing pieces and folders on its "Absopure" refrigerator. There is also a large 9 in. x 12 in. booklet illustrating the company's refrigerator line.


"Sweetheart Insurance" is the theme of a small folder issued by the Automatic Electric Washer Company, Newton, Iowa. It tells a story of a woman who aged while her husband stayed young—a woman who aged because of the monotony and drudgery of heavy housework. The company naively points out that "Sweetheart Insurance" is the wise investment of money in modern home equipment—a husband insuring his wife against the loss of her beauty and charm.

The Standard Electric Stove Company, Toledo, Ohio, has available to its dealers a decalcomania window sign, newspaper cuts and mats, double letterheads, with the "Standard" story inside, movie slides and a mailing service to the dealer's prospects, through which literature is sent to the prospect direct from the factory.

Page 122

ONLY THE WEALTHIEST CAN AFFORD TO BE WITHOUT RYMOTATOR

If the housewife's time is worth as much as the stenographers



IF YOU should pay your wife \$4.00 a month for her time, together with the cost of her food, the total cost of her time and food would be \$16.00 a month. If you should pay her \$4.00 a month for her time and food, the total cost of her time and food would be \$16.00 a month. If you should pay her \$4.00 a month for her time and food, the total cost of her time and food would be \$16.00 a month.

RYMOTATOR

Unit Refrigerating Company
First National Bank Building, Pittsburgh, Pa.
KEELAN-LYONS COMPANY
100-100 Broadway, New York, N. Y.

By pointing out the high cost of doing without electrical refrigeration, the Unit Refrigerating Company starts the householder thinking about this new electrical convenience.

ONLY THE WEALTHIEST CAN AFFORD TO BE WITHOUT RYMOTATOR

If you can afford a FORD



If you have an automobile which in these days of fast travel is almost a necessity, you can't afford to be without Rymotator. Rymotator keeps food constantly in a healthy and palatable condition and saves you money every week on ice bills. It takes proper care of body food.

Besides that, Rymotator lightens the housewife's burden tremendously and makes possible for her to plan her day and if she likes, to take weekend trips without forethought and generally secure those small joys which are woman's right.

RYMOTATOR

Unit Refrigerating Company
First National Bank Building, Pittsburgh, Pa.
KEELAN-LYONS COMPANY
100-100 Broadway, New York, N. Y.

There is a series of ads in a campaign prepared by the company, all headed by the same message: "Only the wealthiest can afford to be without a Rymotator."

Conducting a Bedroom Lighting Campaign

Complete details of a bedroom lighting sales campaign and its operation are contained in an eight-page pamphlet, "The Report of a Success." This pamphlet tells how a successful campaign was put on by the New Castle (Pa.) Electric Company. Fifteen per cent of the customers interviewed were sold and only four per cent of the units installed were removed after trial. The campaign was later extended to several other properties of the Penn-Ohio System, of which the New Castle company is a unit.

The report is issued by the Consolidated Lamp & Glass Company, Coraopolis, Pa., manufacturer of the "Nuite" decorated glassware used in the campaign. Copies of the report may be obtained from this company.

The Hart Manufacturing Company, Hartford, Conn., announces that a new catalog, "Manual of Electric Range and Heater Control Switches" is now ready for distribution. This catalog is arranged in handy, loose-leaf form, to which additional sheets may be added as issued. Types of "Diamond H" switches are carefully presented and the catalog will be of primary interest to manufacturers of heating and cooking devices.

The American Blower Company, Detroit, has some new literature on its "Ventura" ventilator and permanent wall fixture. There is a four-page letterhead, bordered in blue, containing such messages as: "Is your kitchen a 'hot box'?" "Is your appetite gone when the meal is ready?" "Do you dread the preparation of meals?" "Do your curtains soil easily?" and other like questions that will start the housewife thinking along electrical ventilation lines. Other small folders and envelope stuffers, containing the same messages are also available.

The Liberty Gauge & Instrument Company, Cleveland, Ohio, has several selling helps on its automatic iron available to dealers. These helps include newspaper and catalog advertisements and cuts, as well as booklets and folders in three colors. These folders make good enclosures with mailing campaigns, invoices and in packages leaving the dealer's store.

Rice Products, Inc., 110 East Forty-second Street, New York City, has several booklets, folders and other printed matter on its electric refrigerators. One small booklet is entitled, "Comparative Cost of Ice and Electric Refrigeration."

"Love's Labor Lessened" is the title of a new envelope stuffer or folder issued by the manufacturer of the Smith ironer, Syracuse, N. Y.

Electrical Merchandising, July,

"Jerry Plan" to Help Sell Window Reflectors

Close co-operation between manufacturer, jobber and dealer is made possible through the new "Jerry Plan" inaugurated by Curtis Lighting, Inc., 1119 West Jackson Boulevard, Chicago, working directly with the jobber's salesman. The outstanding features of the new plan are its simplicity and the fact that it means a saving of time, money and effort for all those concerned in the sales. The plan is intended to do away with long lists of prospects, circular letters, costly advertising, the hiring of additional employees and added expense of any sort.

"Let Jerry Help You" is the gist of the plan. "Jerry" is J. L. Stair, chief engineer for Curtis Lighting, Inc., a well-known and popular figure in the electrical engineering field. "Jerry" promises to recommend the suitable X-Ray reflectors for a prospect's show windows and do the greater part of the work if the salesman will supply him with the necessary information about the job in a "SaleStarter."

The only written matter connected with the plan are letters to jobbers from "Norm" Hickox, vice-president in charge of the company's sales, asking for "Knick-Knames" of their salesmen, a short, explanatory leaflet to the salesmen themselves and a supply of "SaleStarters."

On a printed form, the "SaleStarter," the salesman writes the name of his prospect and sends it to "Jerry" who then makes an engineered recommendation on which the salesman can work. This recommendation is followed up by mail, the company paying all postage, and an associate engineer (in company with the dealer, when possible) calls on the prospect and helps close the sale. Every possible help is given to the salesman's dealers on the practical points of show window lighting.

The "SaleStarter" is a folded sheet addressed to "Jerry" Stair at the company's home office in Chicago. A gummed flap seals it ready for mailing. When unfolded it consists of a center sheet and two side flaps. After the space for name and address of the prospect, there are lines to be filled out, giving names of the salesman, the jobber, dealer or central station the salesman is working with, the company to which the recommendation should be sent and the electrical dealer to sell the job. On one side of the flap are sketched eight general styles of window lighting and the salesman is requested to check the style used at present in the prospect's show window, with lettered dimensions. Below this is a chart with the corresponding letters and the salesman can fill this in, giving the size of the window in question. There is also a cross-sectional area on the "SaleStarter" for a rough floor plan of the window.

The "Jerry Plan" is not a campaign but a sales idea that is expected to continue over a period of years. Within a few months it is anticipated that forty or fifty thousand "SaleStarters" will be distributed resulting in a larger volume of business for the manufacturer, jobber and dealer.



Lamp Display Stand Sells New Lamps

The new inside frosted lamps are, of course, well known to those interested in lamps but they must also be brought to the attention of those who are not particularly interested, but should be, in better lighting, whether it is in the home, office or shop. The lamp stand illustrated is furnished by the Hygrade Lamp Company, Salem, Mass., to its dealers as part of a complete display, including, with the stand, six printed price cards, six plain price cards and four utility cards. The stand is made of cardboard and is intended as a temporary display for the inside frosted lamps while they are new. It is not, however, intended to replace the regular "Hygrade" stand which is made of wood and has sockets for eight lamps.

The Holland Maid Company, Holland, Mich., has issued a new booklet, "How to Remove Spots and Stains From Any Fabric."



Displaying the Washer in Actual Operation

Showing what an appliance will do is always much more effective than telling what it will do, which is the reason the Turbax Corporation, New York City, has prepared for its dealers a special demonstrating outfit to show the machine in actual operation. Supported above the tub is a large mirror set at an angle so that the action can be seen by people across the street.

This new cardboard lamp stand of the Hygrade Lamp Company is attractively lithographed in four colors.

The Lightolier Company, 569 Broadway, New York City, has a "silent salesman" for use by its dealers in the form of a small glass showcase, for candle shades. The case contains one shelf, making an upper and a lower compartment, each compartment being high enough to accommodate small candle shades and shields.

Edwin L. Wiegand Company, 422 First Avenue, Pittsburgh, Pa., has issued two new bulletins, one on "Chromalox" heating units for industrial and commercial use and the other, "How and Where Are Chromalox Heating Units Being Used?"

The Crouse-Hinds Company, Syracuse, N. Y., has a new booklet on its traffic signal systems. This 20-page booklet describes the various traffic-control devices made by the company and is enclosed in a cover of dark blue, brightened by the red, green and yellow lights mounted on a signal pedestal.

"A Necessity in 15,000,000 Homes and a Brilliant Opportunity," is the name of a broadside distributed by Copeland Products, Inc., on the electric refrigeration market.

Where to Buy the Lamps Shown on Pages 112-113

Page 112

Albert Wahle Company, Inc., Metropolitan and Morgan Avenue, Brooklyn, N. Y., bridge lamp at upper left of page.

Art Colony Industries, 34 Union Square, New York City, mantel torches, ship and fire screen.

The Haven Company, 666 Lake Shore Drive, Chicago, bridge lamp, bench, table, wall pocket and candelabra in lower left picture.

The Sydenham Studio, 2224 Locust Street, Philadelphia, Pa., pottery lamp and its shade and wrought iron bridge lamp and shade at lower right.

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Rindsberger Manufacturing Corporation, 18 East 24th Street, Chicago, Ill., bridge lamp and table lamp at top of page.

Bush Terminal Sales Building, Art & Gift Division, 130 West 42d Street, New York City, desk lamp, Florentine desk set and shell clock set with rhinestones (\$11).

Mary Ryan, 225 Fifth Avenue, New York City, waste basket in lower left picture and "handle" lamp and steel table at lower right.

Art Industries, Inc., 225 Fifth Avenue, New York City, "Ushabti."

Art Lamp Manufacturing Company, 1433 South Wabash Avenue, Chicago, sliding arm table lamp.

Summer months are *Good Selling Months* for Premier Duplex



Over 150 Central Stations serving thousands of communities feature the Premier Duplex.

They have tested it and found it thoroughly efficient. As the electrical authorities of their communities, they are convincing Premier Duplex endorsement.

Housewives develop new interest in labor saving devices as soon as warm, lazy weather sets in. That's why the Premier Duplex—the really fast, thorough cleaner—keeps selling right through the summer.

The double action* that does twice the work in half the time—the no oiling** feature—the lightness and easy glide of the Premier Duplex are the qualities that make it sell quickly.

Keep your sales effort going full force. Remember that The Saturday Evening Post ads are backing you all summer long. And you will find that summer profits are big worth while profits!

**Strong suction and a motor-driven brush.*

***Ball bearings in both brush and motor.*

Write for information on the valuable Premier Duplex franchise.

Premier Duplex

ELECTRIC VACUUM CLEANER CO., INC.
Cleveland Ohio

Manufactured and Distributed in Canada by the
Premier Vacuum Cleaner Company, Ltd., Toronto

News of the Electrical Trade

Committee on McGraw Award for 1926 Organized

The committee administering the James H. McGraw award for electrical men has just announced the terms of the awards for 1926, which are in effect the same as for last year. Under this award a bronze medal and a purse are awarded to the three men who are adjudged to have made the most constructive contributions to the advancement respectively of the manufacturing, jobbing and contractor-dealer branches of the electrical industry. A fourth medal and purse goes to the man who is recognized as having done most within the preceding year to promote harmony and co-operation between any two or more of the different branches of the industry.

The decision is left each year to judges appointed for the manufacturing branch by the Electrical Manufacturers' Council, for the jobbing branch by the Electrical Supply Jobbers' Association, for the contractor-dealer branch by the Association of Electragists International, and for the medal for co-operation by the directors of the Society for Electrical Development. Certificates of honorable mention may also be given under each award, but in the event that no contribution under consideration for any medal should be regarded as worthy, the judges are empowered to make no presentation of that award.

It is the function of the judges to review the achievements in each field, and they are ready to receive suggestions from all sources. Individuals are invited to submit frank statements of contributions they themselves have made, and to suggest services rendered by others. Employers are urged to recommend the work of members of their organizations. Officials of electrical associations and leagues are asked to see that the achievements of their members and staff employees are not overlooked.

Suggestions in reference to the contractor-dealer award should be sent in by Aug. 1, as this presentation will be made at the Electragists' annual convention at Cedar Point, Ohio, in that month. The other award will close on Sept. 15. All communications should be sent directly to the James H. McGraw Award, in care of the Society for Electrical Development, 522 Fifth Avenue, New York City, where information and advice will be given.

The members of the committee of awards, appointed by the Society for Electrical Development, are W. W. Freeman, Cincinnati; H. B. Crouse, Syracuse; W. E. Robertson, Buffalo; L. K. Comstock, New York; F. M. Feiker, vice-president Society for Electrical Development, and Earl E. Whitehorne, associate editor *Electrical Merchandising*.

Reynolds Spring Company, Jackson, Mich., manufacturers of Reynolite molded electrical devices, announce the appointment of Messrs. Fulwiler & Chapman, Atlanta Thrust Company Building, Atlanta, Ga., as their direct representatives for the Southern district.

Electrical Merchandising, July, 1926

Conventions Coming

NATIONAL ELECTRIC LIGHT ASSOCIATION, *East Central Division*, Cedar Point, Ohio, July 13-17.

ASSOCIATION OF ELECTRAGISTS, Cedar Point, Ohio, August 24-27.

CAMP CO-OPERATION VI, Henderson Harbor, N. Y., Sept. 1-4.

ILLUMINATING ENG. SOCIETY, Spring Lake, N. J., Sept. 7-10.

N.E.L.A., Rocky Mountain Division, Glenwood Springs, Colorado, Sept. 13-16.

N.E.L.A., New England Geographic Division, Poland Springs House, So. Poland, Me., Sept. 21-23.

Manufacturing Activity High During May

The manufacturing plants of the nation maintained a high level of activity during May. While the rate of industrial activity, due to normal seasonal reactions, was under that of April, yet this decrease under April activity was not to the extent which would normally be expected. American industry, in other words, is continuing its usual high winter and spring rate of activity on into at least the early summer months of the year. Not only was the May industrial activity favorable as compared with other months of this year, but it was about 11 per cent better than the activities reported for May of last year. There is no general depression in prospect, although a moderate contraction in volume of business may be expected during the coming summer months.

Such is the picture of industrial operations painted by the national data received by *Electrical World* and based upon the monthly electrical energy consumption of some 1700 large manufacturing plants in various industries scattered throughout the nation—plants consuming about six billion kilowatt hours a year.

Westinghouse Electric Reports Its Largest Annual Business

Sales by the Westinghouse Electric & Manufacturing Company for the year ending March 31, 1926, totalled \$166,006,800, as shown by annual report which has just been mailed to its stockholders. This represents the largest volume of business in the company's history, the highest previous annual figures being \$158,000,000 in 1925, and \$160,000,000 in 1919—the latter figure, however, included some non-electrical war business.

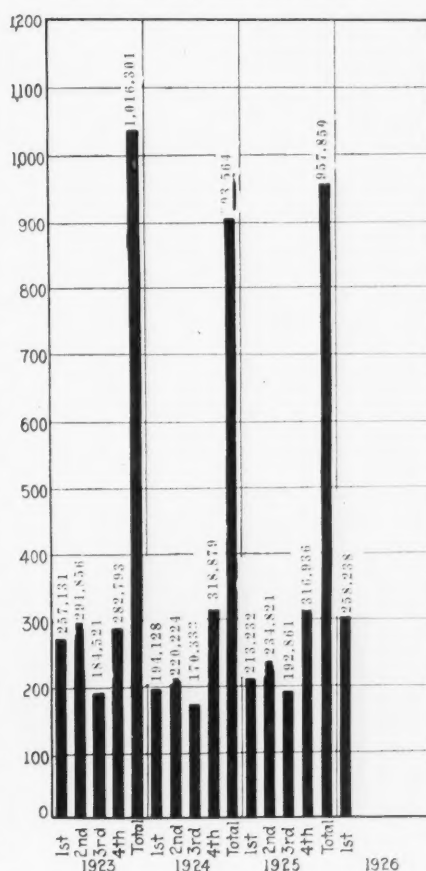
The cost of sales was \$151,700,000. After adjustments to cover other income, charges for interest, etc., the net income available for dividends and other purposes was \$14,122,001, or 11.9 per cent on the total capital stock of \$118,503,150.

The value of new orders booked during the year also shows a substantial increase over the previous year. After adjustments, the value of unfilled orders at the end of the fiscal year was \$55,163,247.

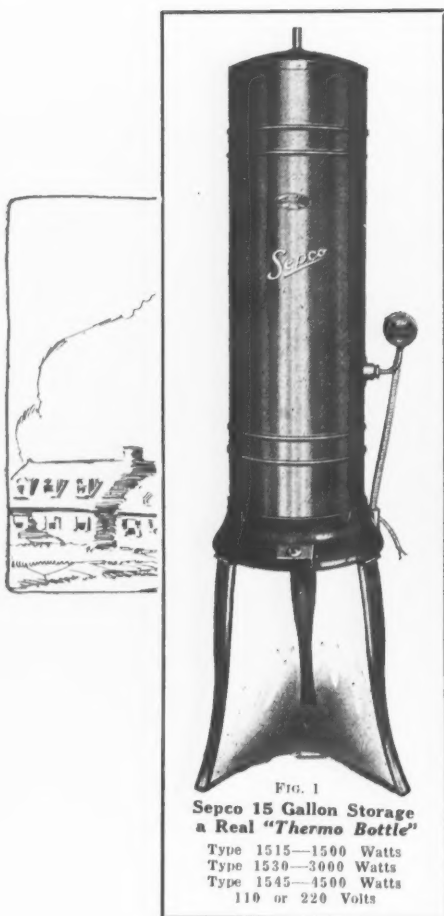
Electric Refrigerator Sales Jump

The Copeland Products, Inc., Detroit, manufacturers of electric refrigerating systems, sold in the first quarter of 1926, 70 per cent of the entire sales of the company in 1925. Shipments of electric refrigerating systems for the first quarter of this year were 60 per cent of the total shipments in 1925. The number of sales outlets for the first quarter showed an increase of 57 per cent over the total outlets that the company had in 1925.

Vacuum Cleaner Sales High in First Quarter 1926



Quarterly and yearly sales vacuum cleaners for last three years



*Range users
want heaters!*



Every wired home a live prospect!

Wherever you have installed a range or wherever you expect to, there is a place for a Sepco Automatic Electric Water Heater. These users of electricity are quick to appreciate the convenience and even economies resulting from Sepco water heating. However, one company reports selling three times as many water heaters as ranges, so the field is even broader.

Sepco is the largest and most complete line of electric water heating devices. Sepco installations in some of the world's largest power plants testify to their worth. Let us coordinate Sepco heating with your appliance campaign.

Its uniform, profitable load-building qualities will raise your load-factor. There is a Sepco Sales Engineer near you—ready to give assistance. When shall we have him call? Or send for bulletins now.

AUTOMATIC ELECTRIC HEATER CO.

1505 Race St., Philadelphia, Pa.

Factory: Pottstown, Pa.

Sepco

AUTOMATIC

ELECTRIC

WATER HEATER

New York State Contractors Meet

The Twenty-seventh Annual Convention of the New York State Association of Electrical Contractors and Dealers took place at the Hotel Van Curler, Schenectady, N. Y., June 14 and 15, 1926. On Monday, June 14, the opening session was held at the Edison Club and addresses were made by O. H. Caldwell, Laurence W. Davis, Joseph C. Forsyth and Stanley A. Dennis.

This was followed by a Dinner Dance at the hotel. On Tuesday, June 15, at a luncheon of the General Electric Company addresses were made by A. L. Atkinson and C. F. Scott, both of that company. Later a trip was made through the General Electric Company's Works.

The officers elected were: A. Lincoln Bush, president; G. Fred Laube, vice-president; James F. Burns, treasurer; Herbert F. Janick, secretary.

Walter Wright Heads New Company

Walter Wright, formerly president and founder of the firm of Wright & Wright, Inc., electrical jobbers of Philadelphia, has recently made public his intention of incorporating a new company, under the name of the Wright Appliance Company, with offices at 1812 Chestnut Street, Philadelphia, the object of which is to distribute washing machines, and other appliances as factory representatives.

Electrical League Conference Getting Under Way

The response to the invitations to attend Camp Co-operation VI, the fifth conference of electrical leagues, extended by The Society for Electrical Development to electrical league officials and others interested in local co-operative business development, indicates the growing interest of the industry in this work.

Within a week of the sending out of the invitations some fifty-three requests for reservations have been received from twenty leagues in the United States and Canada.

H. B. Kirkland, camp manager, is arranging for special cars to Association Island, Henderson Harbor, N. Y., from Boston, Chicago, Cleveland, St. Louis and New York. Requests for information about the conference should be addressed to Society headquarters, 522 Fifth Ave., New York, N. Y.

Willard Hall has been appointed New York division manager of the Lamson Company with headquarters at 39 West Thirty-Second Street, New York City. Mr. Hall will be in charge of the electrical refrigeration division at that address. Until April 1, Mr. Hall was manager of the electrical department of John Wanamaker's of New York City, following a connection as appliance manager of the Brooklyn Edison Company.

J. S. Colt, formerly secretary and manager of the Potomac Electric Appliance Company of Washington, D. C., is now district sales manager at Washington for the Rutenber Electric Company, manufacturers of electrical appliances at Marion, Ind.

Electrical and Radio "Wizards" Meet at N.E.L.A.



Thomas A. Edison saw and heard the new DeForest talking motion picture being used for the first time as an educational unit, at Atlantic City during the recent N.E.L.A. Con-

vention. Left to right Dr. DeForest, inventor of the talking movie, Mrs. Edison, Mr. Edison and Secretary of Labor James J. Davis, and all of them looking pleasantly.

The Leonard Refrigerator Company, division of the Electric Refrigeration Corporation, formerly known as the Grand Rapids Refrigerator Company, and for forty-five years pioneer manufacturers of refrigerators, announces the appointment of Earl Lines as advertising manager. He succeeds A. B. Merritt who recently resigned.

The Coldak Corporation, New York City, manufacturers of Coldak electric refrigerators, has appointed T. Herman Vetterlein its distributor for Philadelphia and Eastern Pennsylvania. Mr. Vetterlein is president of The Refrigeration Company Inc., 717 North Broad Street, Philadelphia, and has had wide experience in the iceless refrigeration field. In developing dealers in Eastern Pennsylvania cities and towns, Mr. Vetterlein will be putting into effect Coldak's recent announced plans for national distribution, which will be fortified by magazine and newspaper advertising campaigns.

The Appleton Electric Company, Chicago announces the removal of its New York office to 150 Varick Street where it will have 11,000 sq. ft. of space. The New York office is under the supervision of F. H. Merrill, vice-president and eastern sales manager.

The Wholesale Electric Company, 817 Mission Street, San Francisco, and the Universal Electric Company, 137 Fifth Street, San Francisco, together with the Electric & Machine Equipment Company of Stockton, Calif., have been consolidated into one concern under the name of the Wholesale Electric Company. Their head offices are located at 1175 Howard Street, San Francisco. The Stockton, Calif., branch will be located at 130-132 N. El Dorado Street. The officers of the new organization are A. R. Pierce, president; Geo. H. Curtis, vice president, and F. C. E. Condit, treasurer.

The Graybar Electric Company, announces the appointment of J. F. Davis as manager of the Pittsburgh distributing branch. Previous to his new appointment, Mr. Davis was sales manager of the New York distributing house. The promotion of C. D. McClary to sales manager of the Philadelphia distributing house is also announced.

Non-Metallic Sheath Cable Rules Returned

The American Engineering Standards Committee has referred back to the electrical committee of the National Fire Protection Association the proposed Rule 507 of the National Electrical Code, governing the use of non-metallic sheath cable, in hope that a more general agreement between majority and minority interests may be obtained. The proposed rules were allowed as tentative for field application.

A. J. Lindemann & Hoverson Company, of Milwaukee, announce the appointment of J. H. McKenna as manager of their New York office at 405 Lexington Avenue.

Elmer E. Wood, one of the pioneers in industrial journalism, died suddenly on June 2 at his home in Brooklyn, N. Y. Mr. Wood started his career in 1886 with *Power* and since that time had continued in the journalistic field and established a reputation as a very effective worker. After completing his education in the schools of Boston he started working for *Power*. Later he became associated with the *American Electrician* and continued this connection until after this publication was consolidated with the *Electrical World*. He next worked for Charles W. Price on the *Electrical Review*, and when this magazine was removed to Chicago in 1908, he remained in New York and later became a member of the staff of the *Electrical Record*. He had continued this connection ever since and in a quiet, unassuming way retained, and enhanced his business reputation and added more friends to the large number who had already been attracted by his unusual qualities. These friends have learned of his death with sincere sorrow.

Edison Lighting Institute Holds Its Fourth Home Lighting Course

Over forty women engaged in work in various branches of the electrical industry attended the Fourth Home Lighting Course conducted by the Edison Lighting Institute of the Edison Lamp Works, Harrison, N. J., June 7 to 11. At the end of the five-day session diplomas were awarded to those women who had successfully completed the course.

In addition to attending lectures and practical demonstrations of proper home lighting, the students were required to draw up wiring plans for an eight-room house and to pass a written examination. Prizes for the best examination returns were awarded to Miss M. G. Greene of the New York Edison Company and Mrs. M. Dygert of the Detroit Edison Company.

Representatives of central stations and of manufacturing and merchandising companies from all parts of the country attended. The class included Mrs. A. D. Drake of the Alabama Power Company, Birmingham, Ala., Miss E. B. Murray, Mrs. K. A. Hannum and Mrs. B. P. Howe of the Atlantic City Electric Company, Atlantic City, N. J., Miss Florence Freer, Brooklyn Edison Company, Brooklyn, N. Y., Misses G. M. Dower and L. A. Palmer of the Central Hudson Gas & Electric Company, Poughkeepsie, N. Y. and Newburgh, N. Y., respectively, Mrs. F. N. Rosenberg, Commonwealth Edison Company, Chicago, Mrs. M. Dygert, Detroit Edison Company, Detroit, Misses Whitsun, V. Z. Teeter and M. M. Megeath of "Good Housekeeping," Misses T. E. Doran, M. E. Vreeland and M. L. MacGregor of the Jersey Central Power & Light Company, Summit, Boonton and Morristown, N. J., respectively, Mrs. A. S. Mickster, Luzerne Gas & Electric Corporation, Kingston, Pa., Miss L. Brautigam, Laube Electric Company, Rochester, N. Y., Mrs. V. B. Ellwood, Milwaukee Electric Company, Milwaukee, Miss E. C. Patch, Manchester Traction, Light & Power Company, Manchester, N. H., Miss Hogan, Ivanhoe Division of the Miller Company, Misses M. Brainard, G. Hopkins, M. Westendorp, D. Parker, H. E. Jones, J. E. Kennel and M. G. Greene, New York Edison Company, Miss I. Janowich, National Committee for Prevention of Blindness, Miss Doris Scott, New York & Queens Light & Power Company, Long Island City, N. Y., Miss M. E. Turner, Potomac Electric Power Company, Washington, D. C., Misses M. Gallatin, L. Henshaw, A. B. Swann, H. L. Hess and C. Cahalan, Public Service Gas & Electric Company, Miss K. Shattuck, Rochester Gas & Electric Corporation, Rochester, N. Y., Miss M. A. Dienelt, Virginia Public Service Company, Alexandria, Va., Miss Z. Paterson and Miss H. Eigg, Viking Products Corporation, New York City, and Miss M. E. Lehan, Twin State Gas & Electric Company, Boston, Mass., and Miss Florence R. Clauss, *Electrical Merchandising*.

The Master Electric Company, Chicago, has tripled its plant capacity by moving to a new location at 421 South Market Street.

"How to Estimate," continued from page 121

house pump installation with automatic control and tank switch; the foundation for the pumps are also included.

All main rooms are to be paneled, which will mean a lot of time in accurately centering the outlets, which always adds to the cost very much.

The specifications show the architect and engineer are very strict as it is requested that all samples and drawings are to be submitted for approval. The translation of this last note may mean 25 per cent additional labor cost.

The electric fixtures and lamps are to be furnished and installed by others, so the job is complete as designed, without any great chance for extra work.

The job will be a slow, hard job, as it will be started during the winter months, which will mean a lot of lost time, owing to the weather and unproductive labor. The record shows the job ran one year, which bears this out.

New Company to Handle Electrical Export

The Parr Electric Export Company, Inc., has been formed to take over the export department of the Parr Electric Company, Inc., of New York City. This company will also act as export sales managers for electrical manufacturers. It is announced that a number of leading manufacturers have made arrangements with this new company to act as their representatives in foreign fields. The officers of the new company are as follows:

McKew Parr, president and treasurer; C. E. Merrill, secretary; George M. Parr, assistant secretary; Joseph McElroy, 3rd, general manager.

Dayton Fan & Motor Company Name Changed

Due to the value of the name Day-Fan as applied to radio receiving sets, fans, and motors, the company will be known hereafter as the Day-Fan Electric Company. The company also announces the purchase of a ten-acre plant in Dayton to afford room for expansion.

N. Y. Underwriters Form Conference Committee

Through the activities of the State Association and with the co-operation of C. G. Durfee, Chairman of the Joint Conference Committee, a Conference Committee of the three Underwriters Inspection Departments of the State has been organized consisting of E. F. Hotte of Buffalo, W. W. Vaughn of Syracuse and J. C. Forsyth of New York.

This committee has been formed for the purpose of harmonizing inspection methods and practices, and to consider complaints from the electrical industry regarding the application of rules in specific cases.

Committee Advisory Only

Electrical contractors and others interested are invited to forward to J. C. Forsyth, the chairman of this Conference Committee, any matters they may desire to present for consideration. It should be understood that this Committee has not been given any final authority but is advisory only.

The Trico Fuse Manufacturing Company, Milwaukee, Wis., has recently appointed J. T. Sudduth & Company, of 229 Brown-Marx Building, Birmingham, Ala., as sales representatives for the states of Alabama and Georgia. F. J. Keller & Company, Fort Worth, are sales representatives for the state of Texas. The Coast Electric Supply Company, 222 So. San Pedro Street, Los Angeles, is a new Trico sales representative for the state of California.

The Fullman Manufacturing Company announces the appointment of the Southwestern Sales Company of Texas, 627 Chronicle Building, Houston, Texas, as sales representative for the states of Texas, Oklahoma and Louisiana.



Graduating class of the Fourth Home Lighting Course held by the Lighting Institute of the Edison Lamp Works, Harrison, N. J. Over forty

women attended the classes receiving instruction in home lighting, wiring convenience, merchandising and allied subjects.